DOCUMENT RESUME

ED 321 820 JC 900 418

AUTHOR Head, Ronald B.
TITLE Beyond the 90's: The Changing Character of the PVCC Service Region.
INSTITUTION Piedmont Virginia Community Coll., Charlottesville, VA. Office of Institutional Research and Planning.
PUB DATE Jul 90
NOTE 60p.; Figures contain light type.
PUB TYPE Statistical Data (110) -- Reports - Research/Technical (143)

EDRS PRICE MF01/PC03 Plus Postage.
DESCRIPTORS Community Colleges; Construction Industry; *Demography; *Economic Factors; Educational Status Comparison; Employment; Enrollment Projections; Enrollment Trends; Females; Housing; Living Standards; Males; Minority Groups; *Population Trends; School District Size; School Statistics; *Student Characteristics; Tables (Data); Transportation; Two Year Colleges
IDENTIFIERS *Environmental Scanning

ABSTRACT

In 1990, a study was conducted at Piedmont Virginia Community College (PVCC) to describe the PVCC service region in terms which would aid the college's strategic planning efforts. Specifically, the study was designed to provide descriptive statistical data on the service area, including population, construction, housing, transportation, education, income, and employment statistics. Trends with implications for college services were also identified. Major findings of the study included the following: (1) the service region population increased at an annual rate of 2.4% between 1970 and 1980 and was estimated to increase by 1.5% per year between 1980 and 1990; (2) the region's population as a whole grew at a faster rate than the state average, although the population density (73.6 people per square mile) was half of the state average (149 people/square mile); (3) residents of Charlottesville, Greene County, and Albemarle County enrolled at PVCC at a higher rate than residents of the service region as a whole; (4) family and household incomes in the service region were lower than the state averages; (5) the number of families classified as living below the poverty level, the unemployment rate, and the percentage of residents with less than 12 years of schooling were much higher in outlying counties than in those closest to PVCC; (6) enrollment projections for the 1990's included a large increase in older adults, a decrease in students aged 18-35, and a rise in the number of minorities and women; and (7) economically, the PVCC service region was characterized by a highly professional work force, a service or government orientation, and little manufacturing. (JMC)

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BEYOND THE 90'S:

THE CHANGING CHARACTER OF THE PVCC SERVICE REGION

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July 1990

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PVCC Institutional Research Brief

July 1990

THE CHANGING CHARACTER OF THE PVCC SERVICE REGION

This brief highlights major findings in *Beyond the 90's: The Changing Character of the PVCC Service Region* (PVCC Institutional Research Report No. 5-90, July 1990), a study designed to offer in one convenient, written source key facts about the geographical region PVCC serves. Descriptive statistical data on the area, its citizens, and its economy are provided, and major trends which might impact the college's services within the last decade of the twentieth century are identified.

Between 1970 and 1980, the service region population increased at an annual rate of 2.4%; between 1980 and 1990, the average annual growth rate is expected to have slowed down to 1.5%; and between 1990 and 2000, the growth rate will probably slow down even more (to 1.1%). Although, on the whole, the region's population is increasing at a faster rate than the state average, the population density per square mile (73.6) is only one-half of the state average (149). The population density ranges from 4,199.9 people per square mile in the city of Charlottesville to 21.62 people in Buckingham County.

Three localities enroll at PVCC a higher percentage of their populations than the average percentage of the service region as a whole (2.4%): Charlottesville (2.9%), Greene County (2.8%), and Albemarle County (2.6%). It is not coincidental that these three localities also happen to be the three closest geographically to the college, nor is it coincidental that 25.2% of the service region population live in the remaining localities, yet only 16.1% of PVCC regional students live there.

Family and household incomes in the service region are lower than the state averages. Yet, the median family and household incomes in Albemarle County, Charlottesville, and Greene County are much higher than those in the outlying counties. The number of families classified as living below the poverty level, as well as the unemployment rate, is also much higher in the outlying counties. Only 20% of all work establishments and workers are located in the outlying counties, the economic heart of the service region being the Charlottesville-Albemarle County area.

The percentage of locality residents with over 12 years of schooling is for the most part much lower in localities farthest from PVCC. Clearly, the greatest educational, economic, and social needs exist in the sparsely populated, outlying counties of the service region, and PVCC should develop new strategies to serve the residents of these counties.

(Continued on reverse side)

The 1990's will see a modest increase in the elementary and secondary school population (18 years of age and younger), and a large increase in older adults (35 years of age and older); yet in the age bracket which accounts for two-thirds of all PVCC students (18-35 years of age), a decrease will occur. Given these projections, the college should explore how it can meet the educational needs of older adults.

The percentage of minority students from each service region locality has never been as high as that locality's minority population. During the 1990's, the number of minorities in the service region will grow, though at a slower rate than the number of whites. The number of women will increase at a faster rate than the number of men, however, and already two-thirds of the PVCC student body are women. The college must be sensitive to the special needs of both minorities and women.

Economically, the PVCC service region is one characterized by a highly professional work force, a service or government orientation, and little manufacturing. Over one-third of all work establishments cater to services. Almost one-third of all workers are employed by government agencies. Because government and service industries rely so heavily upon professional workers with a wide variety of skills and talents, the college needs to reassess periodically its occupational/technical offerings to insure they meet the needs of the service region.

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BEYOND THE 90'S:
THE CHANGING CHARACTER OF THE PVCC SERVICE REGION

INTRODUCTION

In 1969 a steering committee representing the governing boards of Albemarle, Buckingham, Fluvanna, Greene, and Nelson counties and the city of Charlottesville petitioned the State Board for Community Colleges (SBCC) to establish a community college region in central Virginia. At the time 11 community colleges were operating in Virginia, and plans were under way to open another 9 within 2 years. No community college had been established in the Piedmont region of central Virginia, and the only institution of higher education within the area was the University of Virginia (UVa). UVa was never intended to serve citizens of the surrounding region, being a highly selective institution which did not admit women or part-time students. Clearly, the steering committee felt, the educational needs of the citizens of the area were not being met.

The petition was granted and on September 25, 1972, Piedmont Virginia Community College (PVCC) began offering classes in temporary locations in Albemarle County, the city of Charlottesville, and on the grounds of UVa. From its very beginning, PVCC was sensitive to the diverse educational needs of citizens within the region it served. Indeed, as noted in PVCC's mission statement

> Because of the college's special responsibilities to the area which it serves, it has a commitment to extend its resources and services throughout a region encompassing the counties of Albemarle, Fluvanna, Greene, Louisa,

Nelson, the city of Charlottesville, and the northern part of Buckingham County.[1]

To meet these "special responsibilities," PVCC offers a broad range of services, including college transfer programs, occupational/technical education, developmental courses, general education, continuing adult education, and community services.

The Piedmont region of central Virginia has changed in many ways since PVCC first opened in 1972, and it will continue to change as the world moves beyond the 1990's into the 21st Century. In order to meet the needs of its students and the region, it is essential that the college keep abreast of these changes. The purpose of this study is to describe the PVCC service region in terms which will aid the college's strategic planning efforts.

Specifically, the study is designed to go beyond previous descriptions of the region by providing descriptive statistical data on the area, its citizens, and its economy.[2] An attempt has also been made to identify major trends which might impact the college's services within the last decade of the twentieth century. The purpose of the study, then, is to offer in one convenient, written source key facts about the region PVCC serves.

---

[1]*Piedmont Virginia Community College Catalog, 1990-1992* (Charlottesville, VA: Piedmont Virginia Community College, 1990), p. 2.

[2]Currently, the only written sources at PVCC describing the service region are Chapter Two of *The Piedmont Virginia Community College Master Plan, 1986-1992* (Charlottesville, VA: Piedmont Virginia Community College, Office of the President, May 1987, pp. 8-21) and Section Two of the *Piedmont Virginia Community College Management Information Book, 1990-1991* (Charlottesville, VA: Piedmont Virginia Community College, Office of Institutional Research and Planning, April 1990, pp. 23-35).

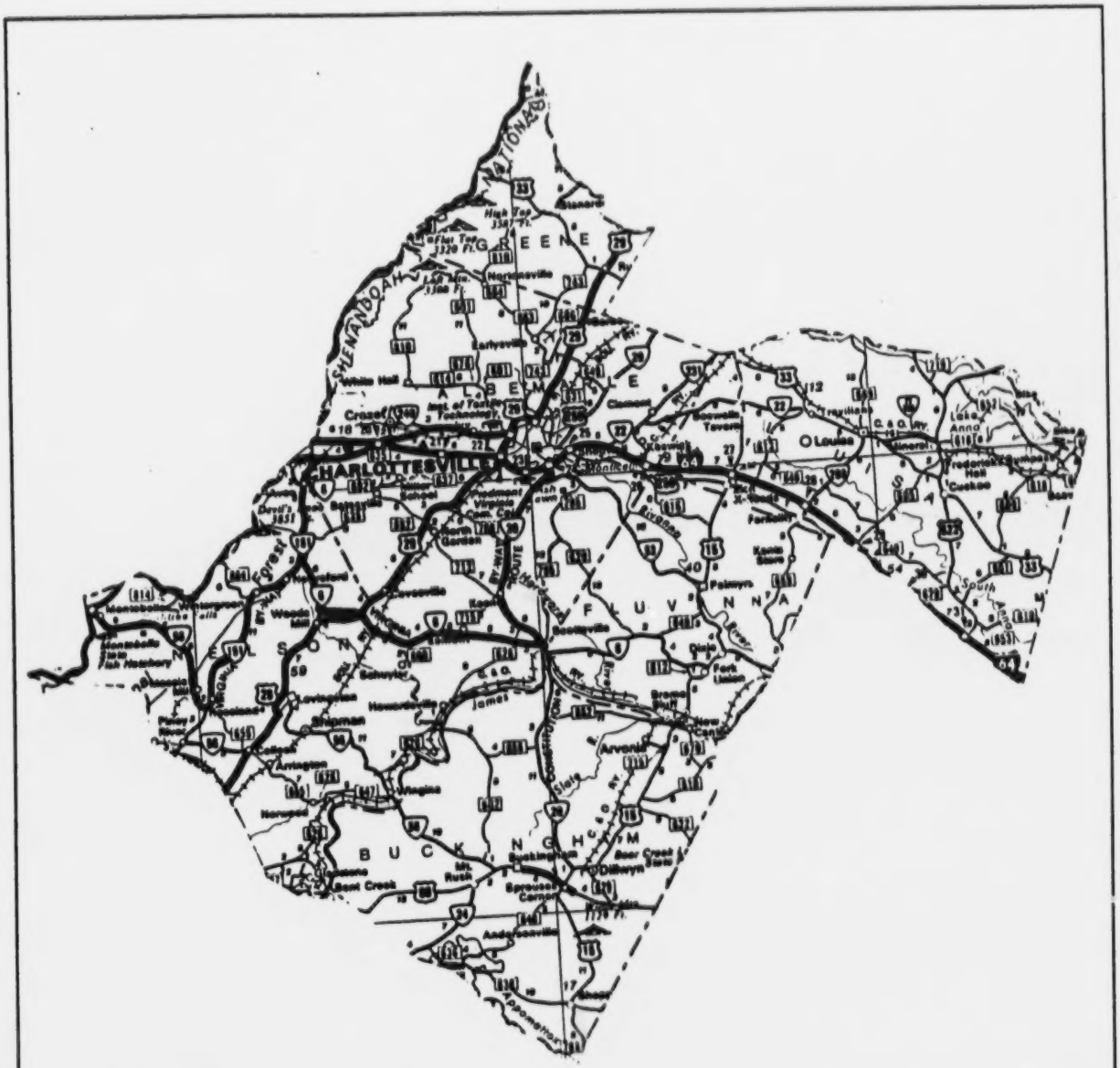
AREA AND POPULATION

The PVCC service region consists of 6 counties--Albemarle, the northern half of Buckingham, Fluvanna, Greene, Louisa (which is shared with J. Sargeant Reynolds Community College), and Nelson--and one city--Charlottesville (see Figure 1).

Albemarle County, established in 1744, consists of 725 square miles, ranging in terrain from rolling hills in the east to the Blue Ridge Mountains in the west. The largest employer of county residents is UVa, and historic landmarks include Monticello, home of Thomas Jefferson, and Ash Lawn, home of James Monroe.

Buckingham County, founded in 1761, consists of 583 square miles of mostly rolling terrain. The county seat is located in the town of Buckingham, but the largest town in the county is Dillwyn, 5 miles east of Buckingham. Appomattox-Buckingham State Forest is located in the southeastern corner of the county, as is Holliday Lake State Park.

The city of Charlottesville was incorporated in 1880 and consists of 10 square miles roughly in the center of Albemarle County. UVa is located within the city, as are the two major medical centers within the service region--the UVa Medical Center and Martha Jefferson Hospital. In many respects, the city of Charlottesville is the educational, cultural, and economic center of the PVCC service region.


SHENANDOAH NATIONAL PARK
GREENE
ALBEMARLE
CHARLOTTESVILLE
FLUVANNA
BUCKINGHAM
LOUISA
Crozet
Dillwyn
Palmyra
Arvonia
Troy
Mineral
Lake Anna
Ivy
Esmont
Scottsville
Keswick
Gordonsville
Zion Crossroads
Shadwell
Earlysville
Ruckersville
Stanardsville
Norwood
Sprouses Corner
Andersonville
Fork Union
Cuckoo
Bumpass
Thomas Jefferson Parkway
Monticello
Ivy Creek
Rivanna
Rt. 29 North
Rt. 29 South
Rt. 250 West
Rt. 250 East
Rt. 64 West
Rt. 64 East
Rt. 15 North
Rt. 15 South
Rt. 20 North
Rt. 20 South
Rt. 22
Rt. 33
Rt. 231
Rt. 522
Rt. 60
Rt. 53
Rt. 6
Rt. 56
Rt. 151
Rt. 208
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Rt. 810

Fluvanna County was established in 1777 and encompasses 290 square miles of rolling terrain. The county seat is the town of Palmyra. In the western part of the county is a 500-acre lake and recreational subdivision, Lake Monticello. Further east is the town of Fork Union, where a private military academy of the same name is located. The James River flows through the southeastern corner of the county.

Greene County, named for General Nathaniel Greene of Revolutionary War fame, was formed in 1838 and covers 157 square miles of steeply mountainous terrain in the west and gently sloping terrain in the east. Stanardsville is the county seat.

Louisa County is the oldest locality within the PVCC service region, formed in 1742. The county consists of 497 square miles of gently rolling terrain. The county seat is the town of Louisa, and north of Louisa is Lake Anna, the largest body of water within the service region, consisting of 13,000 acres and over 200 miles of shoreline.

Nelson County, founded in 1807, consists of 474 square miles of rolling to mountainous terrain. In the western part of the county lies Wintergreen Resort, occupying 10,000 acres in the Blue Ridge Mountains, and offering a full range of recreational sports and activities.

Table 1 shows the amount of forest and non-forest land within the PVCC service region. Over two-thirds of the total land area within the service region is forested (67.7%), as compared to under two-thirds of the total land area within the Commonwealth (62.8%). The two counties with the largest percentages of forested land are Nelson (73.7%) and Louisa (73.1%), and the two with the smallest percentages are Albemarle (61.8%) and Greene (64%).

TABLE 1: PVCC SERVICE REGION AREA IN ACRES BY LAND CLASS (1986)

Locality	Forest Land	Non-Forest Land	TOTAL
Albemarle	290,860	179,969	470,829
Buckingham	149,618	74,166	223,784
Fluvanna	132,590	52,920	185,510
Greene	64,253	36,118	100,371
Louisa	116,115	42,788	158,903
Nelson	223,672	79,918	303,590
Charlottesville	--	--	--
TOTAL	977,107	465,879	1,442,986

SOURCE: Mark Brown, Forest Statistics for Virginia, 1986, Resource Bulletin SE-87 (Asheville, N.C.: U.S. Dept. of Agriculture, Forest Service, Southeastern Forest Experiment Station, 1986). Because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the land for each county is counted in this table.

Approximately one-third of all land within the service region is farmland. In 1982, as can be seen in Table 2, 2,220 farms were located within the region for a total of 482,000 acres (34.3% of all land). The average size of a farm was 217 acres.

TABLE 2: AGRICULTURE WITHIN THE PVCC SERVICE REGION (1982)

LOCALITY	No. of Farms	Average Size per Farm (acres)	Total Farm Acreage	Percent of all Land
Albemarle County	830	242	201,000	42.7%
Buckingham County	210	205	43,000	23.0%
Fluvanna County	308	208	64,000	34.5%
Greene County	243	169	41,000	40.8%
Louisa County	241	195	47,000	29.5%
Nelson County	388	222	86,000	28.3%
Charlottesville	(included in Albemarle County figures)			
TOTAL	2,220	217	482,000	34.3%

SOURCE: County and City Data Book, 1988, 11th edition (U.S. Dept. of Commerce, Bureau of the Census). The data presented in this table were gathered in 1982. Because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half the number of farms and one-half the total acreage are included in this table.

Since 1982, both the number of farms and the farm acreage has decreased. In 1987, 1,995 farms were located in the region, a 10.1% decrease, and the total farm acreage was 449,000, a 6.8% decrease. The average size per farm, however, had increased to 225 acres. The decrease in number of farms and farm acreage will probably continue to accelerate throughout the 1990's.

The area of the service region in square miles, as well as the projected 1990 population and the population density is shown in Table 3. As can be seen, the largest locality in terms of both area and population is Albemarle County. The smallest locality in

terms of both area and population is Greene County.[3] Population density within the service region ranges from a low of 21.62 people per square mile in Buckingham County to a high of 4,199.9 in the city of Charlottesville. The population density within the city of Charlottesville is the sixth highest in Virginia, but the average population density within the service region as a whole (73.56) is only one-half of the average for the state (149).

TABLE 3: AREA, POPULATION, AND POPULATION DENSITY OF THE PVCC SERVICE REGION

Locality	Area (square miles)	Projected Population (1990)	Density (No. people per square mile)
Albemarle County	725	68,996	95.17
Buckingham County	292	6,301	21.62
Fluvanna County	290	11,701	40.35
Greene County	157	9,704	61.81
Louisa County	249	10,248	41.24
Nelson County	474	12,593	26.57
City of Charlottesville	10	41,999	4,199.90
TOTAL	2,196	161,542	73.56

SOURCE: VCCS census tapes for population data and County and City Data Book, 1988, 11th edition (U.S. Department of Commerce, Bureau of the Census) for area data. Because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half the area and one-half the population for each county are included in this table.

[3]Note that the smallest locality in terms of population shown in Table 1 is Buckingham, and not Greene, County. However, the figure shown in Table 1, 6,301, is one-half the actual projected 1990 population of Buckingham County, because only the northern half of the county is included within the PVCC service region.

Population growth within the PVCC service region between 1970 and 2000 is shown in Table 4 and graphically depicted in Figure 1. The growth rate was quite high between 1970 and 1980 (23.8%), but is projected to slacken somewhat between 1980 and 1990 (14.9%) and slacken even more between 1990 and 2000 (11.2%). The average annual rate of change between 1970 and 1980 was 2.4%. Between 1980 and 1990, the rate is projected to drop to 1.5% and between 1990 and 2000 to 1.1%. If these projections hold true, the PVCC service region will have grown by 158% between 1970 and 2000.

TABLE 4: POPULATION GROWTH WITHIN THE PVCC SERVICE REGION (1970-2000)

LOCALITY	Historical 1970	Historical 1980	Projections 1990	Projections 1995	Projections 2000	Growth (Rate of Change) 1970-1980	Growth (Rate of Change) 1980-1990	Growth (Rate of Change) 1990-2000	Average Annual Rate of Change 1970-1980	Average Annual Rate of Change 1980-1990	Average Annual Rate of Change 1990-1995	Average Annual Rate of Change 1995-2000	Average Annual Rate of Change 1990-2000
Albemarle County	37,780	55,783	68,996	75,162	81,295	47.7%	23.7%	17.8%	4.8%	2.4%	1.8%	1.6%	1.8%
Buckingham County	5,299	5,876	6,301	6,406	6,499	10.9%	7.2%	3.1%	1.1%	0.7%	0.3%	0.3%	0.3%
Fluvanna County	7,621	10,244	11,701	12,375	12,995	34.4%	14.2%	11.1%	3.4%	1.4%	1.2%	1.0%	1.1%
Greene County	5,248	7,625	9,704	10,565	11,399	45.3%	27.3%	17.5%	4.5%	2.7%	1.8%	1.6%	1.7%
Louisa County	7,002	8,913	10,248	10,709	11,152	27.3%	15.0%	8.8%	2.7%	1.5%	0.9%	0.8%	0.9%
Nelson County	11,702	12,204	12,593	12,766	12,898	4.3%	3.2%	2.4%	0.4%	0.3%	0.3%	0.2%	0.2%
Charlottesville	38,880	39,916	41,999	42,729	43,403	2.7%	5.2%	3.3%	0.3%	0.5%	0.3%	0.3%	0.3%
TOTAL	113,532	140,560	161,542	170,712	179,641	23.8%	14.9%	11.2%	2.4%	1.5%	1.1%	1.0%	1.1%

SOURCE: Virginia Population Projections 2000 (Virginia Dept. of Planning and Budget, 1986) and VCCS population projections based upon Virginia Population Projections 2000. Because Buckingham and Louisa counties are shared with other VCCS institutions, only half the population for each of these counties is included in this table.

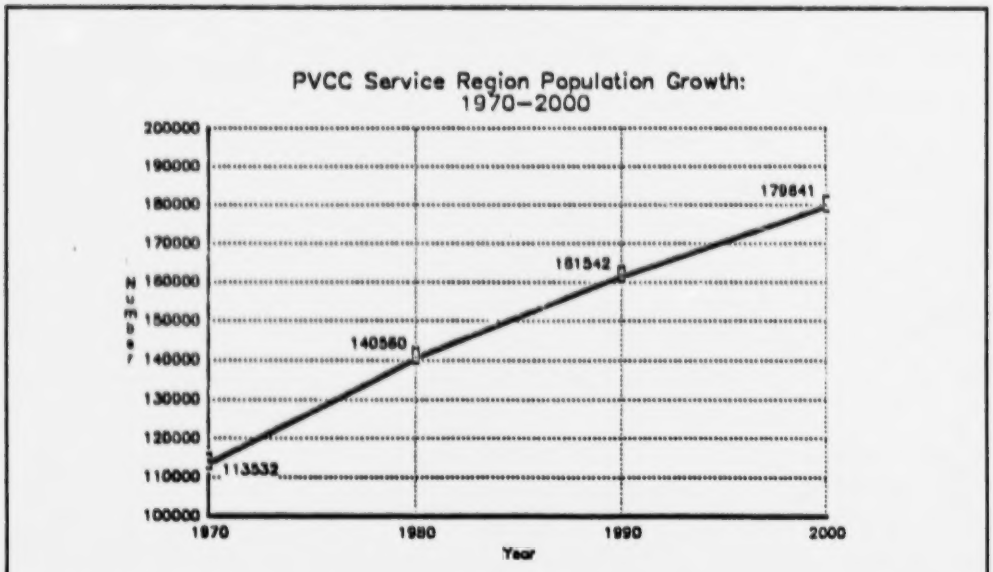

FIGURE 2: PVCC SERVICE REGION POPULATION GROWTH (1970-2000)

The two localities within the service region which increased in population the most between 1970 and 1980 were Albemarle County (47.7%) and Greene County (45.3%). These two counties are also expected to increase the most between 1980 and 2000. Similarly, the two localities with the smallest population growth rates --the city of Charlottesville (2.7%) and Nelson County (4.3%)--are also expected to register the smallest population growth rates between 1980 and 2000.

TABLE 5: PVCC STUDENT HEADCOUNT AND SERVICE REGION POPULATION (1990)

LOCALITY	Pct. of Population enrolled at PVCC (Headcount)	PVCC Service Region Headcount Distribution	Service Region Population Distribution
Albemarle County	2.6%	45.8%	42.7%
Buckingham County	1.2%	1.9%	3.9%
Fluvanna County	2.1%	6.2%	7.2%
Greene County	2.8%	7.0%	6.0%
Louisa County	1.6%	4.1%	6.3%
Nelson County	1.2%	3.9%	7.8%
Charlottesville	2.9%	31.1%	26.0%
TOTAL	2.4%	--	--

The percentage of the service region population enrolled at PVCC headcount) is determined by dividing the headcount from each locality by the population. Headcount data is actual Fall end-of-term figures; population data is projected figures supplied by the Virginia Community College System. Note that since PVCC "shares" Louisa and Buckingham counties with other community colleges, only one-half of the populations of these counties are used in determining the enrollment-to-population percentages.

Distribution figures are (1) the percentage of PVCC students from each service region locality (out-of-district and out-of-state students are excluded), and (2) the population percentage for each service region locality. Again, only one-half of the populations of Buckingham and Louisa Counties are used in calculating these figures.

The percentage of the service region population enrolled at PVCC, the PVCC service region headcount distribution, and the service region population distribution are shown in Table 5. Three localities enroll a higher percentage of their populations than the service region average (2.4%)--the city of Charlottesville (2.9%), Greene County (2.8%), and Albemarle County (2.6%). These 3 localities also are the only ones with higher percentages of PVCC ser-

vice region headcount distributions than service region population distributions. It is not coincidental that these 3 localities also happen to be the 3 closest geographically to the college.

What this points out is that PVCC should broaden its efforts to serve the educational needs of the outlying counties in the service region. While 25.2% of the service region population live in Buckingham, Fluvanna, Louisa, and Nelson counties, only 16.1% of the service region students do. Furthermore, less than 2% of the combined population of these counties enroll at PVCC.

POPULATION CHARACTERISTICS

The projected age distribution of the PVCC service region population in 1990, 1995, and 2000 is shown in Table 6. As can be seen, in 1990, nearly 25% of the population are under 18 years of age; approximately 15% are between 18 and 25; slightly under 20% are between 25 and 34; over 25% are between 35 and 60; and slightly under 15% are over 60. By the year 2000, the percentage of 25 to 34 year-olds and senior citizens within the service region population will be slightly smaller, and the percentage of 35 to 60 year-olds will be slightly larger.

The increase in the service region population by age brackets between 1990 and 2000 is shown in Table 7. As can be seen, the largest increase will occur in 45 to 60-year olds (38.9%), and the second largest increase will occur in 35 to 45 year-olds (20.8%). What is particularly interesting for a community college, such as PVCC, is that between 1990 and 2000 there will be virtually no increase in the traditional 18-22 year-old college population, a slight increase in 22 to 25 year-olds, and a decrease in 25 to 35 year-olds, a group which makes up roughly 30% of the PVCC student body.

TABLE 6: AGE DISTRIBUTION OF THE PVCC SERVICE REGION POPULATION (1990, 1995, 2000)

YEAR	Albemarle No.	Albemarle Pct.	Buckingham No.	Buckingham Pct.	Ch'ville No.	Ch'ville Pct.	Fluvanna No.	Fluvanna Pct.	Greene No.	Greene Pct.	Louisa No.	Louisa Pct.	Nelson No.	Nelson Pct.	TOTAL No.	TOTAL Pct.
1990																
0-17	16638	24.1%	1513	24.0%	8144	19.4%	3087	26.4%	2770	28.5%	2624	25.6%	3006	23.9%	37782	23.4%
18-21	6774	9.8%	355	5.6%	4945	11.8%	605	5.2%	482	5.0%	545	5.3%	581	4.6%	14287	8.8%
22-24	4726	6.8%	282	4.5%	5188	12.4%	499	4.3%	400	4.1%	396	3.9%	351	2.8%	11842	7.3%
25-34	13348	19.3%	1047	16.6%	9246	22.0%	1950	16.7%	1597	16.5%	1700	16.6%	1889	15.0%	30777	19.1%
35-44	10306	14.9%	954	15.1%	4339	10.3%	1812	15.5%	1733	17.9%	1459	14.2%	1935	15.4%	22538	14.0%
45-59	9091	13.2%	905	14.4%	3964	9.4%	1779	15.2%	1477	15.2%	1661	16.2%	2145	17.0%	21022	13.0%
60 & Over	8113	11.8%	1245	19.8%	6173	14.7%	1969	16.8%	1245	12.8%	1863	18.2%	2686	21.3%	23294	14.4%
TOTAL	68996	100%	6301	100%	41999	100%	11701	100%	9704	100%	10248	100%	12593	100%	161542	100%
1995																
0-17	17959	23.9%	1539	24.0%	8720	20.4%	3367	27.2%	3141	29.7%	2721	25.4%	2879	22.6%	40326	23.6%
18-21	6769	9.0%	327	5.1%	4872	11.4%	633	5.1%	546	5.2%	557	5.2%	603	4.7%	14307	8.4%
22-24	5028	6.7%	249	3.9%	5217	12.2%	501	4.0%	405	3.8%	410	3.8%	394	3.1%	12204	7.1%
25-34	13346	17.8%	954	14.9%	9187	21.5%	1788	14.4%	1470	13.9%	1565	14.6%	1659	13.0%	29969	17.6%
35-44	11829	15.7%	1017	15.9%	4886	11.4%	1905	15.4%	1702	16.1%	1617	15.1%	1956	15.3%	24912	14.6%
45-59	11309	15.0%	1078	16.8%	4333	10.1%	2123	17.2%	1914	18.1%	1880	17.6%	2508	19.6%	25145	14.7%
60 & Over	8922	11.9%	1242	19.4%	5514	12.9%	2058	16.6%	1387	13.1%	1959	18.3%	2767	21.7%	23849	14.0%
TOTAL	75162	100%	6406	100%	42729	100%	12375	100%	10565	100%	10709	100%	12766	100%	170712	100%
2000																
0-17	19268	23.7%	1564	24.1%	9286	21.4%	3641	28.0%	3517	30.9%	2817	25.3%	2741	21.3%	42834	23.8%
18-21	6763	8.3%	298	4.6%	4796	11.0%	662	5.1%	613	5.4%	568	5.1%	622	4.8%	14322	8.0%
22-24	5327	6.6%	215	3.3%	5249	12.1%	504	3.9%	411	3.6%	425	3.8%	438	3.4%	12569	7.0%
25-34	13348	16.4%	861	13.2%	9131	21.0%	1619	12.5%	1342	11.8%	1430	12.8%	1429	11.1%	29160	16.2%
35-44	13341	16.4%	1076	16.6%	5421	12.5%	1987	15.3%	1663	14.6%	1768	15.9%	1968	15.3%	27224	15.2%
45-59	13514	16.6%	1243	19.1%	4697	10.8%	2458	18.9%	2336	20.5%	2097	18.8%	2861	22.2%	29206	16.3%
60 & Over	9734	12.0%	1242	19.1%	4823	11.1%	2124	16.3%	1517	13.3%	2047	18.4%	2839	22.0%	24326	13.5%
TOTAL	81295	100%	6499	100%	43403	100%	12995	100%	11399	100%	11152	100%	12898	100%	179641	100%

SOURCE: VCCS census tapes. Note that all population figures are projected. Because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the populations of these counties are counted in this table.

TABLE 7: PVCC SERVICE REGION PROJECTED GROWTH BY AGE DISTRIBUTION AND LOCALITY BETWEEN 1990 AND 2000

AGE	Albe-marle	Buck-ingham	Charlot-tesville	Flu-vanna	Greene	Louisa	Nelson	TOTAL
0-17	15.8%	3.4%	14.0%	17.9%	27.0%	7.4%	-8.8%	13.4%
18-21	-0.2%	-16.1%	-3.0%	9.4%	27.2%	4.2%	7.1%	0.2%
22-24	12.7%	-23.8%	1.2%	1.0%	2.8%	7.3%	24.8%	6.1%
25-34	0.0%	-17.8%	-1.2%	-17.0%	-16.0%	-15.9%	-24.4%	-5.3%
35-44	29.4%	12.8%	24.9%	9.7%	-4.0%	21.2%	1.7%	20.8%
45-59	48.7%	37.3%	18.5%	38.2%	58.2%	26.2%	33.4%	38.9%
60 & Over	20.0%	-0.2%	-21.9%	7.9%	21.8%	9.9%	5.7%	4.4%
TOTAL	17.8%	3.1%	3.3%	11.1%	17.5%	8.8%	2.4%	11.2%

SOURCE: VCCS census tapes.

Indeed, as can be seen in Figure 3, the 1990's will see a modest increase in the elementary and secondary school population, and a large increase in older adults (35 years of age and older); *but the 1990's will also see a decrease in the age group, 18 to 35 years old, that represents nearly two-thirds of the PVCC student body* (see Table 8). Clearly, the college must begin focusing attention on the educational needs of older adults and explore methods for attracting them to campus. If the needs of older adults are not met, and the number of younger students remains the same, PVCC will have a smaller student body in the year 2000.

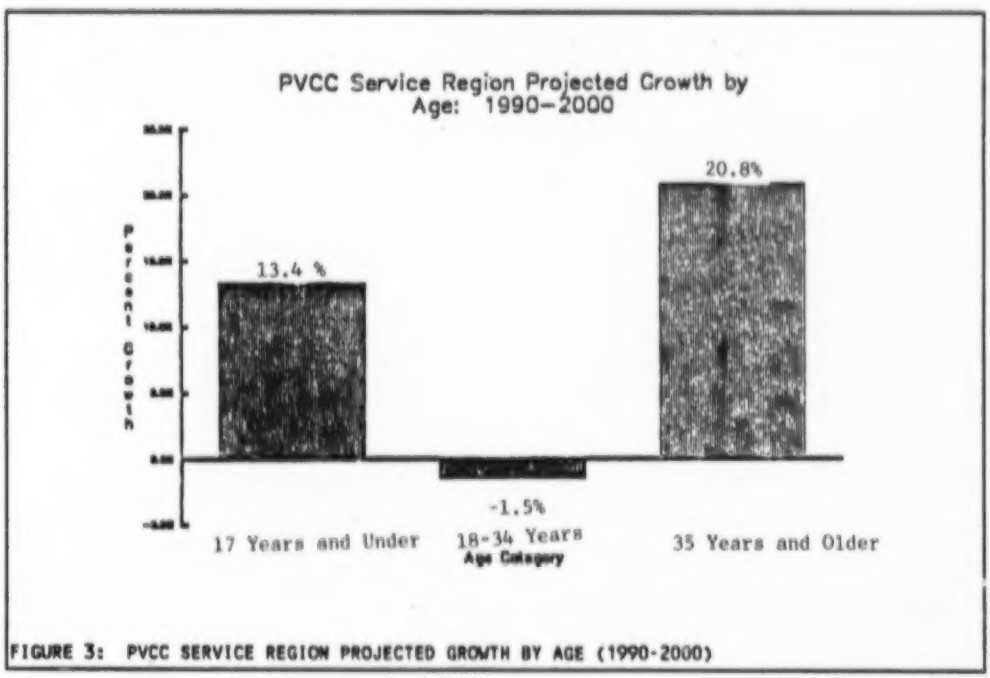

FIGURE 3: PVCC SERVICE REGION PROJECTED GROWTH BY AGE (1990-2000)

TABLE 8: COMPARISON OF PVCC SERVICE REGION POPULATION AND PVCC HEADCOUNT BY RACE, SEX, AND AGE

CATEGORY	Service Region Population (Projections 1990) No.	Pct.	PVCC In-District Headcount (Fall Semester 1989) No.	Pct.
RACE:				
White	132,692	82.14%	3,946	88.59%
Non-White	28,850	17.86%	508	11.41%
SEX:				
Male	78,283	48.46%	1,671	37.52%
Female	83,529	51.71%	2,783	62.48%
AGE:				
0-17	37,782	23.39%	50	1.12%
18-21	14,287	8.84%	1,086	24.38%
22-24	11,842	7.33%	518	11.63%
25-34	30,777	19.05%	1,311	29.43%
35-44	22,538	13.95%	932	20.93%
45-59	21,022	13.01%	441	9.90%
60 & over	23,294	14.42%	116	2.60%
TOTAL	161,542	100.00%	4,454	100.00%

SOURCE: VCCS census tapes and database. Note that only one-half of the populations of Buckingham and Louisa counties is counted in this table.

The 1980 census revealed that slightly under 20% of the PVCC service region population was non-white (see Table 9). By far, the largest minority group within the region was Black, accounting for 91.7% of all non-whites. People of Spanish origin accounted for 4.4% of all minorities, Asian and Pacific islanders accounted for 3.5%, and native Americans (Indians, Eskimos, and Aleutians) accounted for 0.4%.

TABLE 9: PVCC SERVICE REGION POPULATION BY RACE (1980)

Locality	White No.	White Pct.	Black No.	Black Pct.	Indian No.	Indian Pct.	Asian No.	Asian Pct.	Hispanic No.	Hispanic Pct.
Albemarle County	48,917	87.3%	6,183	11.0%	41	0.1%	504	0.9%	419	0.7%
Buckingham County	3,375	56.8%	2,490	41.9%	2	0.0%	8	0.1%	67	1.1%
Fluvanna County	7,204	70.0%	3,013	29.3%	12	0.1%	7	0.1%	52	0.5%
Greene County	7,023	91.5%	576	7.5%	5	0.1%	10	0.1%	58	0.8%
Louisa County	5,980	66.6%	2,901	32.3%	8	0.1%	5	0.1%	80	0.9%
Nelson County	9,261	85.5%	1,458	13.5%	8	0.1%	6	0.1%	99	0.9%
Charlottesville	32,131	80.0%	7,229	18.0%	26	0.1%	379	0.9%	376	0.9%
TOTAL	113,890	81.4%	23,849	17.0%	102	0.1%	919	0.7%	1,151	0.8%

SOURCE: Summary Characteristics for Governmental Units and Standard Metropolitan Statistical Areas (Washington, D.C.: U.S. Govt. Printing Office, 1982). Because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the populations of these counties are counted in this table.

The 1980 census also revealed that the distribution of non-whites--especially Blacks--within the service region varied considerably. The locality with the largest percentage of Blacks was Buckingham (41.9%). Two other counties, Louisa (32.3%) and Fluvanna (29.3%), also contained large percentages of Blacks. The locality with the smallest percentage of Blacks was Greene County (7.5%). Less than 15% of the populations of two other counties were Black--Albemarle (11%) and Nelson (13.5%).

Between 1980 and 1990, the number of non-whites within the service region was projected to increase at a faster rate than the number of whites. In 1990, the number of non-whites is estimated to be 28,850, a 20.9% increase in number since 1980; the number of whites is estimated to be 132,692, a 16.5% increase. Although, during the past decade, the number of non-whites has probably grown at a faster rate than the number of whites, there are so many more whites than nonwhites that the percentage of non-whites within the region as a whole has declined. As can be seen in Figure 4, the percentage of non-whites in 1990 is projected to be 17.9%; the percentage in 1980 was 18.6%.

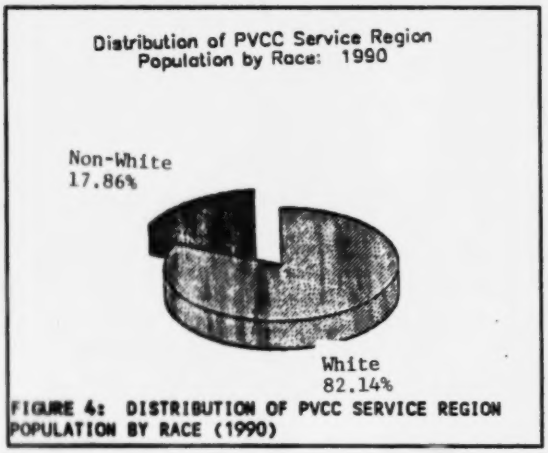

FIGURE 4: DISTRIBUTION OF PVCC SERVICE REGION POPULATION BY RACE (1990)

The growth trend for minorities in the 1980's is expected to be reversed in the 1990's. Between 1990 and 2000, the number of non-whites within the service region is projected to increase at a slower rate than the number of whites. While the region's minority population is projected to increase by 5.5% in the 1990's, the region's white population is projected to increase by 12.4%.

As can be seen in Table 10, considerable differences exist within the service region with respect to projected population growth by race. For whites, the growth rates range from 0.8% in Buckingham County to 18.4% in Albemarle County. For non-whites, the range is even broader, varying from -18.6% in Nelson County to 17.8% in Greene County. In only one county, Buckingham, is the minority population expected to grow at a faster

TABLE 10: PVCC SERVICE REGION PROJECTED GROWTH BY RACE AND LOCALITY BETWEEN 1990 AND 2000

LOCALITY	White	Minority
Albemarle	18.4%	13.1%
Buckingham	0.8%	6.2%
Fluvanna	12.3%	7.7%
Greene	17.4%	17.8%
Louisa	11.2%	3.2%
Nelson	6.9%	-18.6%
Charlottesville	3.4%	3.2%
TOTAL	12.4%	5.5%

SOURCE: VCCS census tapes.

rate than the non-minority population. In two localities, Greene County and the city of Charlottesville, the population growth for both whites and minorities will be approximately the same. In all other localities, the white population is projected to grow at a faster rate than the minority population.

Because currently the college does not enroll as large a percentage of students from each locality within the service region as exists within that locality (see Table 8), and because in only one locality, Nelson County, is the number of non-whites expected to decrease, the challenge for PVCC in the 1990's will be to increase it presence in the minority communities within the region. As noted in the college's *Minority Enrollment Report: Fall Semester 1989*,

> The percentage of minority students from each service region jurisdiction has never been as high as that jurisdiction's minority population. Until these percentages are the same, the college cannot claim to be meeting the needs of minorities within its service region. PVCC should be proud of its achievements in fall 1989, but must continue to actively recruit and retain minority students within its service area.[4]

[4]By Ronald Head (PVCC Institutional Research Report No. 1-90, February 1990), p. 21. The percentage of non-whites by service region population and by PVCC fall headcount from 1985 through 1989 is shown in Table 6 of the report on p. 9.

The distribution of the PVCC service region by both race and sex in the 1990's is shown in Table 11. The service region population is fairly well balanced with respect to sex, although women slightly outnumber men (see Figure 5). Between 1990 and 2000 the number of women will increase at a slightly higher rate than the number of men (12.1% as compared to 10.1%). By the year 2000, then, the gap in numbers between women and men will have widened even more, so that 52% of the service region population will be female.

TABLE 11: DISTRIBUTION OF PVCC SERVICE REGION POPULATION BY RACE, SEX, AND LOCALITY (1990, 1995, 2000)

YEAR	Albemarle No.	Albemarle Pct.	Buckingham No.	Buckingham Pct.	Ch'ville No.	Ch'ville Pct.	Fluvanna No.	Fluvanna Pct.	Greene No.	Greene Pct.	Louisa No.	Louisa Pct.	Nelson No.	Nelson Pct.	TOTAL No.	TOTAL Pct.
1990																
White	60900	88.3%	3596	57.1%	33169	79.0%	8466	72.4%	9001	92.8%	7172	70.0%	10388	82.5%	132692	82.1%
Non-White	8096	11.7%	2705	42.9%	8830	21.0%	3235	27.6%	703	7.2%	3076	30.0%	2205	17.5%	28850	17.9%
Male	33974	49.2%	3170	50.3%	19531	46.5%	5722	48.9%	4750	48.9%	5084	49.6%	6052	48.1%	78283	48.5%
Female	35022	50.8%	3131	49.7%	22468	53.5%	5979	51.1%	4954	51.1%	5164	50.4%	6541	51.9%	83259	51.5%
TOTAL	68996	100%	6301	100%	41999	100%	11701	100%	9704	100%	10248	100%	12593	100%	161542	100%
1995																
White	66517	88.5%	3613	56.4%	33745	79.0%	9003	72.8%	9795	92.7%	7581	70.8%	10750	84.2%	141004	82.6%
Non-White	8645	11.5%	2793	43.6%	8984	21.0%	3372	27.2%	770	7.3%	3128	29.2%	2016	15.8%	29708	17.4%
Male	36612	48.7%	3201	50.0%	20024	46.9%	6015	48.6%	5132	48.6%	5271	49.2%	6088	47.7%	82343	48.2%
Female	38550	51.3%	3205	50.0%	22705	53.1%	6360	51.4%	5433	51.4%	5438	50.8%	6678	52.3%	88369	51.8%
TOTAL	75162	100%	6406	100%	42729	100%	12375	100%	10565	100%	10709	100%	12766	100%	170712	100%
2000																
White	72136	88.7%	3626	55.8%	34288	79.0%	9510	73.2%	10571	92.7%	7977	71.5%	11103	86.1%	149211	83.1%
Non-White	9159	11.3%	2873	44.2%	9115	21.0%	3485	26.8%	828	7.3%	3175	28.5%	1795	13.9%	30430	16.9%
Male	39233	48.3%	3232	49.7%	20488	47.2%	6278	48.3%	5499	48.2%	5454	48.9%	6100	47.3%	86284	48.0%
Female	42062	51.7%	3267	50.3%	22915	52.8%	6717	51.7%	5900	51.8%	5698	51.1%	6798	52.7%	93357	52.0%
TOTAL	81295	100%	6499	100%	43403	100%	12995	100%	11399	100%	11152	100%	12898	100%	179641	100%

SOURCE: VCCS census tapes. Note that all population figures are projected and that because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the populations of these counties are counted in this table.

At PVCC nearly two of every three students is female (see Table 8). Throughout the 1990's women will probably continue to outnumber men at PVCC, and it is important that any social barriers preventing women from taking advantage of the educational opportunities offered by the college be eradicated. In this respect, one of the college's challenges in the 1990's will be to first identify, then address, these barriers.

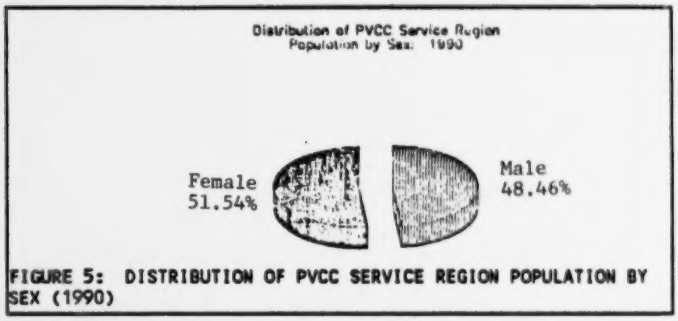

FIGURE 5: DISTRIBUTION OF PVCC SERVICE REGION POPULATION BY SEX (1990)

CONSTRUCTION, HOUSING, AND TRANSPORTATION

Between 1970 and 1980 the number of housing units within the PVCC service region increased at nearly twice the rate the population increased. As can be seen in Table 12, in 1970 42,429 housing units were located within the service region; in 1980 the number was 60,353, a 42.2% increase. This increase in the number of housing units was greater than that for the state of Virginia as a whole (35.3%).

TABLE 12: HOUSING UNITS IN THE PVCC SERVICE REGION (1970 AND 1980)

LOCALITY	1980	1970	Percent Increase
Albemarle County	20,363	11,738	73.5%
Buckingham County	4,542	3,375	34.6%
Fluvanna County	3,828	2,496	53.4%
Greene County	3,059	1,627	88.0%
Louisa County	7,063	4,892	44.4%
Nelson County	5,500	4,010	37.2%
Charlottesville	15,998	14,291	11.9%
TOTAL	60,353	42,429	42.2%

SOURCE: David Sheatsley, Taking Stock: Virginia's Housing Inventory, 1980 (Charlottesville, VA: Tayloe Murphy Institute, University of Virginia, 1984); General Housing Characteristics, Virginia, U.S. Dept. of Commerce, Bureau of the Census (Washington, D.C.: U.S. Govt. Printing Office, 1971). Note that because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the housing units in these counties are counted in this table.

The two localities experiencing the largest growth in number of housing units were Greene County (88%) and Albemarle County (73.5%). The locality experiencing the least growth was the city of Charlottesville (11.9%).

If the increase in the number of housing units was dramatic, the increase in the cost of these homes was even more dramatic. As can be seen in Table 13, the increase in the median value of housing in the PVCC service region between 1970 and 1980 ranged from 125.8% in Fluvanna County to 257.7% in Greene County. A home purchased for $7,900 in Buckingham County in 1970 was worth $25,600 in 1980, and a

TABLE 13: MEDIAN VALUE OF HOUSING IN THE PVCC SERVICE REGION (1970 AND 1980)

LOCALITY	1980	1970	Percent Increase
Albemarle County	$60,800	$25,300	140.3%
Buckingham County	$25,600	$7,900	224.1%
Fluvanna County	$36,800	$16,300	125.8%
Greene County	$44,000	$12,300	257.7%
Louisa County	$32,400	$9,400	244.7%
Nelson County	$26,800	$8,500	215.3%
Charlottesville	$50,000	$20,400	145.1%

SOURCE: David Sheatsley, Taking Stock: Virginia's Housing Inventory, 1980 (Charlottesville, VA: Tayloe Murphy Institute, University of Virginia, 1984).

home purchased for $25,300 in Albemarle County in 1970 was worth $60,800 in 1980. A home purchased in Greene County in 1970 for $12,300 was valued at $44,000 in 1980. Figure 6 depicts graphically the increase both in number and median value of housing during the 1970's.

There is nothing to indicate that the growth rate in housing within the service region has subsided during the 1980's or will subside during the 1990's. The problem for individuals or families wishing to purchase their own homes will not be availability but cost. With the median value of homes already approaching, or surpassing, $100,000 in some areas of the service region, many people are finding it increasingly difficult in the 1990's to own their own homes. And for those

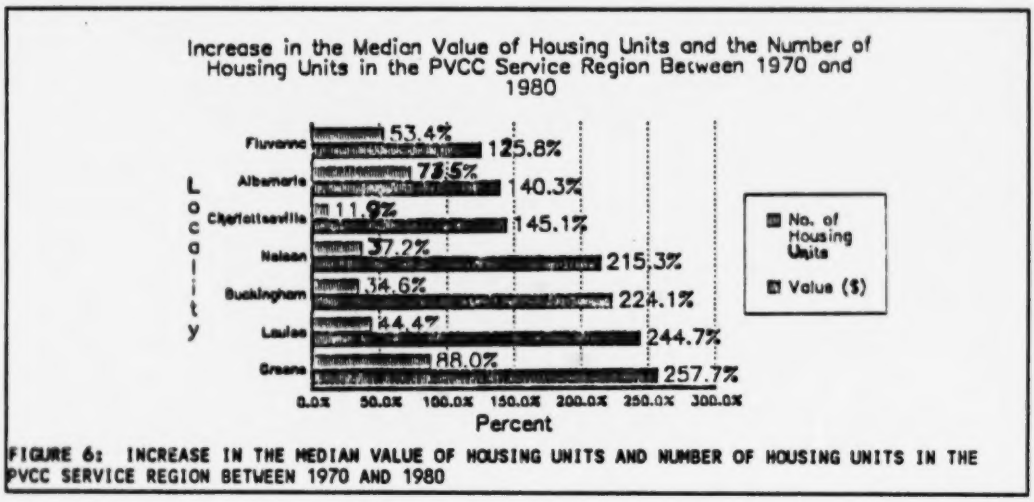

FIGURE 6: INCREASE IN THE MEDIAN VALUE OF HOUSING UNITS AND NUMBER OF HOUSING UNITS IN THE PVCC SERVICE REGION BETWEEN 1970 AND 1980

who do buy homes, high monthly mortgage payments may make higher education a luxury they cannot afford.

Construction in general, and not just construction of new homes, has been--and will probably continue to be--a growth industry in central Virginia. Tables 14 and 15 show respectively the number and value of building permits issued by service region localities. As can be seen, the number of both residential and non-residential construction permits varied considerably from year to year, but such fluctuation is characteristic of the construction industry in general. Between 1985 and 1988, an average of 1,698 residential and 368 non-residential permits were issued.

TABLE 14: RESIDENTIAL BUILDING PERMITS ISSUED IN THE PVCC SERVICE REGION (1985-88)

Locality	1985 No.	1985 Increase	1986 No.	1986 Increase	1987 No.	1987 Increase	1988 No.	1988 Increase
Albemarle County								
Number	728	0.8%	748	2.7%	595	-20.5%	590	-0.8%
Value	$478,782,000	11.2%	$528,163,000	10.3%	$549,433,000	4.0%	$570,885,000	3.9%
Buckingham County								
Number	70	0.0%	96	36.4%	21	-78.0%	110	423.8%
Value	$20,291,500	61.6%	$21,898,000	7.9%	$10,722,500	-51.0%	$24,644,500	129.8%
Fluvanna County								
Number	171	28.6%	250	46.2%	252	0.8%	300	19.0%
Value	$86,126,000	37.0%	$132,678,000	54.1%	$156,916,000	18.3%	$20,145,000	-87.2%
Greene County								
Number	135	3.8%	148	9.6%	143	-3.4%	167	16.8%
Value	$49,841,000	17.9%	$56,631,000	13.6%	$77,704,000	37.2%	$100,287,000	29.1%
Louisa County								
Number	177	71.8%	191	7.6%	268	40.7%	315	17.5%
Value	$46,916,500	126.2%	$59,747,500	27.3%	$57,655,500	-3.5%	$67,936,000	17.8%
Nelson County								
Number	257	13.2%	227	-11.7%	174	-23.3%	189	8.6%
Value	$144,118,000	28.4%	$146,138,000	1.4%	$152,703,000	4.5%	$164,986,000	8.0%
Charlottesville								
Number	114	-29.6%	89	-21.9%	118	32.6%	151	28.0%
Value	$37,576,000	-18.3%	$35,021,000	-6.8%	$80,254,000	129.2%	$98,250,000	22.4%
TOTAL NUMBER	1,652	6.8%	1,748	5.8%	1,571	-10.1%	1,822	16.0%
TOTAL VALUE	$863,651,000	25.9%	$980,276,500	13.5%	$1,085,388,000	10.7%	$1,047,133,500	-3.5%

SOURCE: Julia Martin and Michael Spar, Housing Units Authorized in Virginia's Counties and Cities (Charlottesville, VA: Center for Public Service, University of Virginia, Annual). Note that because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the permits and values of these counties are counted in this table.

TABLE 15: NON-RESIDENTIAL BUILDING PERMITS ISSUED IN THE PVCC SERVICE REGION (1985-88)

Locality	1985 No.	1985 Increase	1986 No.	1986 Increase	1987 No.	1987 Increase	1988 No.	1988 Increase
Albemarle County								
Number	200	-12.7%	192	-4.0%	188	-2.1%	184	-2.1%
Value	$112,207,000	14.5%	$119,045,000	6.1%	$127,963,000	7.5%	$245,141,000	91.6%
Buckingham County								
Number	2	-88.6%	Not Available	--	13	--	25	92.3%
Value	$4,365,000	-65.2%	Not Available	--	$7,548,000	--	$15,769,000	108.9%
Fluvanna County								
Number	20	-20.0%	5	-75.0%	6	20.0%	25	316.7%
Value	$19,595,000	547.1%	$31,685,000	61.7%	$2,472,000	-92.2%	$15,992,000	546.9%
Greene County								
Number	54	-5.3%	49	-9.3%	47	-4.1%	54	14.9%
Value	$30,384,000	381.5%	$7,145,000	-76.5%	$41,147,000	475.9%	$14,239,000	-65.4%
Louisa County								
Number	8	25.0%	7	-13.3%	5	-30.8%	11	144.4%
Value	$7,434,500	47.5%	$5,705,500	-23.3%	$17,482,500	206.4%	$11,262,000	-35.6%
Nelson County								
Number	31	-24.4%	52	67.7%	61	17.3%	72	18.0%
Value	$3,917,000	-82.8%	$12,888,000	229.0%	$16,831,000	30.6%	$10,348,000	-38.5%
Charlottesville								
Number	41	5.1%	49	19.5%	41	-16.3%	30	-26.8%
Value	$69,846,000	23.8%	$68,018,000	-2.6%	$41,624,000	-38.8%	$79,734,000	91.6%
TOTAL NUMBER	356	-14.2%	354	-0.6%	361	2.0%	401	11.2%
TOTAL VALUE	$247,748,500	26.8%	$244,486,500	-1.3%	$255,067,500	4.3%	$392,485,000	53.9%

SOURCE: Julia Martin and Michael Spar, Housing Units Authorized in Virginia's Counties and Cities (Charlottesville, VA: Center for Public Service, University of Virginia, Annual). Note that because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the permits and values of these counties are counted in this table.

Of course, as the service region becomes more populated, and as homes, businesses, shopping centers, and other buildings spread throughout the region, increasing concern about the threat of development to the environment will be expressed. One of the major attractions of the PVCC service region is its natural beauty, and many individuals and organizations already feel that this beauty has been threatened by over-development. As the year 2000 approaches, educational institutions such as PVCC may well be called upon to play a pivotal role in determining the impact of development upon the service region's environment and providing an answer to the question of how much development is enough.

Within the PVCC service region run nearly 40 miles of interstate highway, nearly 442 miles of primary highway, and over 2,000 miles of secondary highway (see Table 16). A close relationship between size and number of highway miles exists. Albemarle County, with nearly twice the area of any other locality, leads all localities in number of highway

TABLE 16: PVCC SERVICE REGION HIGHWAY MILEAGE BY TYPE (1987)

Locality	Interstate	Primary	Secondary	Frontage	Urban System	TOTAL
Albemarle County	31.03	146.52	756.13	3.75	--	937.43
Buckingham County	--	48.17	282.31	0.03	--	330.51
Fluvanna County	--	51.14	287.62	--	--	338.76
Greene County	--	27.14	179.47	--	--	206.61
Louisa County	8.28	59.75	239.84	2.43	--	310.29
Nelson County	--	108.80	465.41	0.10	--	574.31
Charlottesville	0.17	--	--	--	134.40	134.57
TOTAL	39.48	441.52	2,210.78	6.31	134.40	2,832.48

SOURCE: Mileage Tables State Highway System (Richmond, VA: Virginia Department of Highways and Transportation). Note that because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the highway mileage of these counties is counted in this table.

miles with 937.43. The second largest locality within the region, Nelson County, has the second largest number of highway miles, 574.31. Buckingham, Fluvanna, and Louisa counties are all nearly equal in both area and highway mileage. The smallest county, Greene, also has the least number of highway miles of any county within the service region.

As highway mileage increases, and as improvements to roads are made, educational opportunities at PVCC will be more readily available to citizens of the service region. The challenge, however, will be in the far reaches of the outlying counties, where it is unlikely that primary roads leading to Charlottesville will be built. As noted earlier, PVCC should begin developing strategies to provide educational opportunities to people in locations where transportation to the college is a major obstacle.

TABLE 17: JOURNEY TO WORK STATISTICS FOR THE PVCC SERVICE REGION (1980)

Locality	Persons Working Outside Locality of Residence	Means of Transportation		
		Drive Alone	Carpool	Public Transportation
Albemarle County	66.0%	62.5%	26.3%	2.0%
Buckingham County	50.5%	51.8%	38.0%	1.3%
Fluvanna County	59.5%	56.0%	36.5%	9.0%
Greene County	71.8%	47.1%	45.2%	5.0%
Louisa County	54.0%	54.3%	37.9%	9.0%
Nelson County	54.8%	54.0%	37.7%	7.0%
Charlottesville	19.3%	52.6%	18.8%	6.7%
TOTAL	50.2%	56.7%	28.2%	4.9%

SOURCE: Virginia Statistical Abstract, 1989 edition, Charlottesville, VA: Center for Public Service, University of Virginia, 1989), pp. 823-824.

In 1980, approximately one-half of all citizens within the PVCC service region commuted to work outside of the localities where they resided (see Table 17). The percentage of persons working outside the locality of their residence was the same for both the service region as a whole and the state of Virginia as a whole (50.2%). The percentage was much higher in

two counties, Greene (71.8%) and Albemarle (66%), and in both instances, the majority of commuters work within the city of Charlottesville. In four counties--Fluvanna (59.5%), Nelson (54.8%), Louisa (54%), and Buckingham (50.5%)--the percentage was between 50% and 60%. In one locality, Charlottesville (19.3%), the percentage was much lower than the service region average, but Charlottesville is a city and it is not uncommon for most residents within cities to also work within those cities.

EDUCATION

Because of its rich cultural heritage, the PVCC service region boasts a population with impressive educational attainments. The 1980 census revealed that nearly 60% of all service region citizens had over 12 years of schooling and nearly 25% had over 16 years (see Table 18). While the figure for those with over 12 years of schooling was in line with the state average of 62.4%, the figure for those with over 16 years was much higher than the state average (19.1%).

TABLE 18: YEARS OF SCHOOL COMPLETED BY PERSONS 25 YEARS OF AGE AND OLDER WITHIN THE PVCC SERVICE REGION (1980)

LOCALITY	Over 12 Years of Schooling	Over 16 Years of Schooling
Albemarle County	70.1%	32.7%
Buckingham County	35.7%	6.7%
Fluvanna County	51.8%	11.3%
Greene County	49.2%	10.4%
Louisa County	40.9%	7.2%
Nelson County	36.6%	10.1%
Charlottesville	65.1%	31.0%
TOTAL	59.5%	24.4%

SOURCE: County and City Data Book, 1988, 11th edition (U.S. Dept. of Commerce, Bureau of the Census). The data presented in this table was gathered during the 1980 census.

Because the University of Virginia, the service region's largest employer and most influential organization, is located in Charlottesville, it is not surprising that the educational attainments of citizens of Charlottesville and Albemarle County are more impressive than those of citizens of the other localities. Over two-thirds of all residents of these two localities had over 12 years of schooling, and nearly one-third had over 16 years. In only one other locality, Fluvanna County, did over one-half of all residents have over 12 years of schooling, and in no other locality did even 15% of all residents have over 16 years of schooling.

The message from these statistics would seem clear: the greatest need for higher education does not exist within the Charlottesville-Albemarle County area; the greatest need exists in the outlying counties. In Buckingham County, for instance, nearly two-thirds of all residents have never taken college courses, and very few residents have college degrees.

TABLE 19: PVCC SERVICE REGION PUBLIC SCHOOL PUPIL-TEACHER RATIOS (1986-87)

Locality	FTE Teaching Positions	End of Year Membership K-7	Pupil Teacher Ratio	FTE Teaching Positions	End of Year Membership 8-12	Pupil Teacher Ratio
Albemarle County	290.5	5,551	19.1	373.0	3,296	8.8
Buckingham County	36.7	647	17.7	36.1	384	10.6
Fluvanna County	83.6	1,300	15.6	60.4	738	12.2
Greene County	62.5	1,076	17.2	54.5	570	10.5
Louisa County	60.4	1,086	18.0	60.3	632	10.5
Nelson County	90.0	1,273	14.1	66.5	785	11.8
Charlottesville	252.5	3,052	12.1	109.5	1,362	12.4
TOTAL	876.2	13,985.0	16.0	760.3	7,766.5	10.2

SOURCE: Virginia Statistical Abstract, 1989 edition (Charlottesville, VA: Center for Public Service, University of Virginia, 1989), pp. 153-156. Note that because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the FTE teaching positions and student membership from these counties are counted in this table.

Public school districts within the PVCC service region are for the most part highly regarded. One measure to assess public education is to examine pupil-teacher ratios. Lower ratios generally mean more individualized attention for students. As can be seen in Table 19, pupil-teacher ratios within the PVCC service region are generally low, especially in grades 8-12. The average pupil-teacher ratio for elementary and middle school students within the region is slightly lower than the statewide average (16.5). The K-7 pupil-teacher ratio in 3 localities is lower than both the region and the state averages.

The city of Charlottesville has the lowest pupil-teacher ratio (12.1), followed by Nelson County (14.1) and Fluvanna County (15.6). The highest pupil-teacher ratio in grades K-7 is 19.1 in Albemarle County. However, in grades 8-12, Albemarle County has the lowest pupil-teacher ratio (8.8). This is considerably lower than the service region average of 10.2, which in turn, is considerably lower than the statewide average (13.3). The 8-12 pupil-teacher ratios in all localities within the region are lower than the statewide average.

TABLE 20: PVCC SERVICE REGION PUBLIC SCHOOL ENROLLMENT (1981-82 THROUGH 1986-87)

Locality	1981-82 No.	1981-82 Pct. Change	1982-83 No.	1982-83 Pct. Change	1983-84 No.	1983-84 Pct. Change	1984-85 No.	1984-85 Pct. Change	1985-86 No.	1985-86 Pct. Change	1986-87 No.	1986-87 Pct. Change
Albemarle County	9,199	-2.0%	9,116	-0.9%	8,897	-2.4%	8,869	-0.3%	8,897	0.3%	8,994	1.1%
Buckingham County	1,209	-5.2%	1,133	-6.3%	1,130	-0.3%	1,109	-1.9%	1,085	-2.1%	1,065	-1.8%
Fluvanna County	2,112	-3.2%	2,104	-0.4%	2,049	-2.6%	2,018	-1.5%	2,052	1.7%	2,065	0.6%
Greene County	1,628	1.1%	1,649	1.3%	1,618	-1.9%	1,634	1.0%	1,657	1.4%	1,678	1.3%
Louisa County	1,789	-0.3%	1,753	-2.0%	1,727	-1.5%	1,716	-0.6%	1,736	1.1%	1,753	1.0%
Nelson County	2,391	-2.6%	2,300	-3.8%	2,261	-1.7%	2,165	-4.2%	2,121	-2.0%	2,111	-0.5%
Charlottesville	4,877	-3.9%	4,814	-1.3%	4,702	-2.3%	4,662	-0.9%	4,655	-0.2%	4,522	-2.9%
TOTAL	23,205	-7.1%	22,869	-1.4%	22,384	-2.1%	22,173	-0.9%	22,203	0.1%	22,188	-0.1%

SOURCE: Virginia Statistical Abstract, 1989 edition (Charlottesville, VA: Center for Public Service, University of Virginia, 1989). School enrollment includes kindergarten through 12th grade and special education as reported on September 30th of the school year. Note that because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the enrollment for these counties is reported in this table.

The total number of students enrolled in public schools within the PVCC service region during most of the 1980's is shown in Table 20. A decrease in the number of students occurred in the early 1980's but the number stabilized in the mid 1980's. Between 1981-82 and 1986-87, 3 localities experienced considerable decreases in enrollment (Buckingham [-11.9%], Nelson [-11.7%], and Charlottesville [-7.2%]), 3

experienced small decreases (Albemarle [-2.2%], Fluvanna [-2.2%], and Louisa [-2%]), and 1 experienced growth (Greene [3.1%]).

TABLE 21: NUMBER OF HIGH SCHOOL GRADUATES WITHIN THE PVCC SERVICE REGION

SCHOOL	1986 No.	1986 Pct.	1986 Increase	1987 No.	1987 Pct.	1987 Increase	1988 No.	1988 Pct.	1988 Increase	1989 No.	1989 Pct.	1989 Increase
ALBEMARLE COUNTY	607	27.3%	0.7%	633	28.7%	4.3%	649	29.0%	2.5%	565	27.6%	-12.9%
(Albemarle H.S.)	362	16.3%	-0.8%	405	18.4%	11.9%	418	18.7%	3.2%	354	17.3%	-15.3%
(Western Albemarle H.S.)	245	11.0%	2.9%	228	10.3%	-6.9%	231	10.3%	1.3%	211	10.3%	-8.7%
BUCKINGHAM COUNTY	179	8.1%	23.4%	122	5.5%	-31.8%	132	5.9%	8.2%	128	6.3%	-3.0%
(Buckingham Co. H.S.)												
FLUVANNA COUNTY	154	6.9%	33.9%	152	6.9%	-1.3%	106	4.7%	-30.3%	131	6.4%	23.6%
(Fluvanna Co. H.S.)												
GREENE COUNTY	81	3.6%	-12.9%	97	4.4%	19.8%	91	4.1%	-6.2%	87	4.2%	-4.4%
(William Monroe H.S.)												
LOUISA COUNTY	196	8.8%	7.7%	185	8.4%	-5.6%	220	9.8%	18.9%	210	10.3%	-4.5%
(Louisa Co. H.S.)												
NELSON COUNTY	119	5.4%	-18.5%	134	6.1%	12.6%	140	6.3%	4.5%	122	6.0%	-12.9%
(Nelson Co. H.S.)												
CITY OF CHARLOTTESVILLE	279	12.6%	15.3%	249	11.3%	-10.8%	253	11.3%	1.6%	240	11.7%	-5.1%
(Charlottesville H.S.)												
TOTAL	1,615	100%	5.8%	1,572	100%	-2.7%	1,591	100%	1.2%	1,483	100%	-6.8%

SOURCE: Public high schools.

The number of public high school graduates within the service region between 1986 and 1989 is shown in Table 21. As can be seen in Figure 7, over one-half of all service region graduates come from Albemarle County or the city of Charlottesville. The remaining graduates are fairly evenly distributed throughout the region.

The number of high school graduates increased by 5.8% between 1985 and 1986, decreased by 2.7% between 1986 and 1987, increased by 1.2% between 1987 and 1988, and decreased by 6.8% between 1988 and 1989. However, during this same period of time, the number of students enrolling at PVCC during the year following high school

graduation has steadily increased. In 1985 253 high school graduates attended PVCC in the year following high school graduation; by 1989 the number had risen to 355, a 40.3% increase.[5]

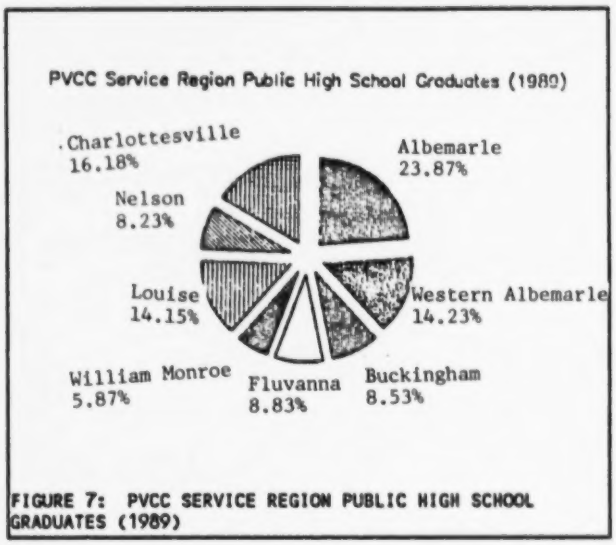

FIGURE 7: PVCC SERVICE REGION PUBLIC HIGH SCHOOL GRADUATES (1989)

To date, then, any decreases in the number of service region high school graduates have had no effect upon enrollment at PVCC. Whether this will continue throughout the 1990's is uncertain. The number of service region graduates will probably continue to decrease slightly through the early 1990's but then may begin to increase once again. If PVCC can continue to improve its high school recruiting, it will continue to enroll large numbers of area high school graduates.

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[5]For further information on the number and percentage of area high school graduates attending PVCC, see Ronald Head, *PVCC "Market Share" of Selected High Schools--Graduating Class of 1988* (PVCC Institutional Research Report No. 6-89, July 1989).

INCOME AND EMPLOYMENT

Family and household income in the PVCC service region are on the average lower than in the state of Virginia as a whole. The median family income for the region in 1986 was $29,174, a figure considerably short of the $31,148 statewide family median income (see Table 22). Similarly, the median household income for the region, $23,784, was considerably lower than the statewide median household income of $26,611.

TABLE 22: PVCC SERVICE REGION PROJECTED MEDIAN FAMILY AND MEDIAN HOUSEHOLD INCOME (1986)

Locality	Median Family Income			Median Household Income		
	No. of Families	Median Income	Rank	No. of Families	Median Income	Rank
Albemarle	16,334	$33,464	21/136	23,450	$28,319	26/136
Buckingham	1,562	$19,582	131/136	2,041	$16,442	130/136
Fluvanna	3,159	$24,085	88/136	3,974	$20,412	77/136
Greene	2,487	$28,511	44/136	3,046	$25,082	35/136
Louisa	2,711	$24,398	81/136	3,415	$20,725	72/136
Nelson	3,384	$22,320	112/136	4,451	$18,946	105/136
Charlottesville	9,082	$29,040	37/136	16,507	$20,758	71/136
TOTAL	38,719	$29,174	--	56,884	$23,784	--
Virginia	1,571,146	$31,148	--	2,105,712	$26,611	--

SOURCE: John L. Knapp and Robert W. Cox, Projected 1986 Median Family and Median Household Income in Virginia's Counties, Cities, MSAs, and Planning Districts (Charlottesville, VA: Taylor Murphy Institute, University of Virginia, 1986). Note that because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half the number of families and households is included in this table.

However, as can be seen in Figure 8, the median income varied considerably from one locality to another. In Albemarle County, both the median family income ($33,464) and the median household income ($28,319) are much higher than the statewide averages in both categories. Albemarle County ranked 21st of 136 localities in median family income and 26th in household income. Buckingham County, on the other hand,

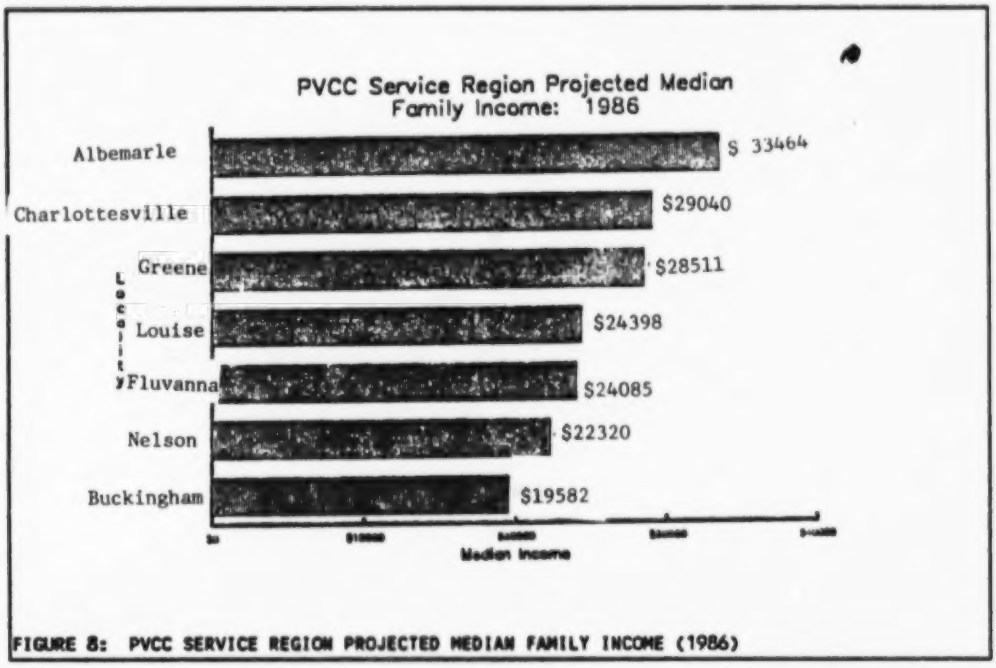

FIGURE 8: PVCC SERVICE REGION PROJECTED MEDIAN FAMILY INCOME (1986)

ranked 131st in family income ($19,582) and 130th in household income ($16,442).

What these figures point out is that in the PVCC service region a great deal of wealth coexists alongside a great deal of poverty. One of the wealthiest men in the United States, John Kluge, lives in Albemarle County, yet in the 1980 census, 5,005 people living in Albemarle County, or 9.8% of all residents, were classified as below the poverty level. And, in all other localities, the percentage of individuals falling below the poverty level was much higher.[6]

Unemployment does not pose as serious a threat to the welfare of the service region as poverty. As can be seen in Table 23, the average unemployment rate in the region (4.3%) is lower than the statewide average unemployment rate (5%). However, as was the case with income, unemployment varies considerably from one locality to another. In Albemarle County and the city of Charlottesville, unemployment is under 4%;

[6]See Michael Spar, *Virginia Statistical Abstract*, 1989 edition (Charlottesville, VA: Center for Public Service, University of Virginia, 1989), p. 472. The percentage of residents falling below the poverty level in the remaining localities was as follows: Buckingham County (19.8%), Fluvanna County (19%), Greene County (12.2%), Louisa County (16.1%), Nelson County (18.6%), and the city of Charlottesville (21%).

in the outlying counties, however, the unemployment rates ranges from 4.7% in Greene County to 7.2% in Nelson County.

TABLE 23: PVCC SERVICE REGION CIVILIAN LABOR FORCE AND UNEMPLOYMENT

LOCALITY	Total Civilian Labor Force	No. of Unemployed	Unemployment Rate
Albemarle County	31,618	1,182	3.7%
Buckingham County	2,743	195	7.1%
Fluvanna County	5,152	286	5.6%
Greene County	4,498	210	4.7%
Louisa County	5,036	266	5.3%
Nelson County	5,352	386	7.2%
City of Charlottesville	21,935	788	3.6%
TOTAL	76,334	3,313	4.3%

SOURCE: County and City Data Book, 1988, 11th edition (U.S. Dept. of Commerce, Bureau of the Census). The data presented in this table was released in 1986 by the Bureau of the Census based upon population projections. The unemployment rate is the percent of unemployed within the civilian labor force. Because Buckingham and Louisa counties are shared with other VCCS institutions, only half the number of employed and unemployed persons from each of these counties are included in this table.

Unemployment and poverty exist mostly in the outlying counties of the PVCC service region. One of the best tools to combat unemployment and poverty, of course, is education, and perhaps if in the 1990's and beyond, PVCC develops new strategies to reach residents of the outlying counties, the unemployment and poverty rates will decrease.

Table 24 presents covered employment and wages in the PVCC service region by type of employment. Over one-third of all establishments in the region is service oriented. Services include hotels and lodging, personal and business services, auto services, repair services, entertainment, health, legal, social, and educational services, membership organizations, and private household services. Slightly over 20% of all establishments are retail trade outlets, and 15% are construction.

TABLE 24: COVERED EMPLOYMENT AND WAGES IN THE PVCC SERVICE REGION BY TYPE OF EMPLOYMENT (2ND QUARTER 1989)

Type of Employment	No. of Establishments	Pct.	No. of Employees	Pct.	Quarterly Gross Wages	Pct.
Manufacturing	189	4.7%	10,209	13.6%	$54,167,081	14.8%
Wholesale Trade	184	4.6%	2,093	2.8%	$10,688,975	2.9%
Retail Trade	818	20.4%	13,184	17.5%	$36,066,183	9.9%
Finance, Insurance, Real Estate	323	8.0%	3,873	5.1%	$23,485,722	6.4%
Services	1,478	36.8%	14,683	19.5%	$61,229,591	16.7%
Construction	604	15.0%	5,239	7.0%	$26,534,451	7.2%
Government	175	4.3%	21,781	28.9%	$125,339,547	34.2%
Other	246	6.1%	4,182	5.6%	$28,564,046	7.8%
TOTAL	4,015	100.0%	75,242	100.0%	$366,075,595	100.0%

SOURCE: Virginia Employment Commission, "Covered Employment and Wages in Virginia," Second Quarter, 1989.

Nearly 30% of all employees in the service region are government workers. Of these, 64.1% are in state government (the vast majority at the University of Virginia), 29.3% in local government, and 6.6% in the federal government. Nearly 20% of all workers are employed in service industries, and nearly 18% are employed in retail trade. Over one-third of the service region payroll goes to government workers. Service industries account for 16.7% of the payroll, and manufacturing accounts for 14.8%.

Figure 9 shows the distribution of work establishments in the PVCC service region by type of employment. Figure 10 shows the distribution of employees by type of employment, and Figure 11 shows the distribution of gross wages by type of employment.

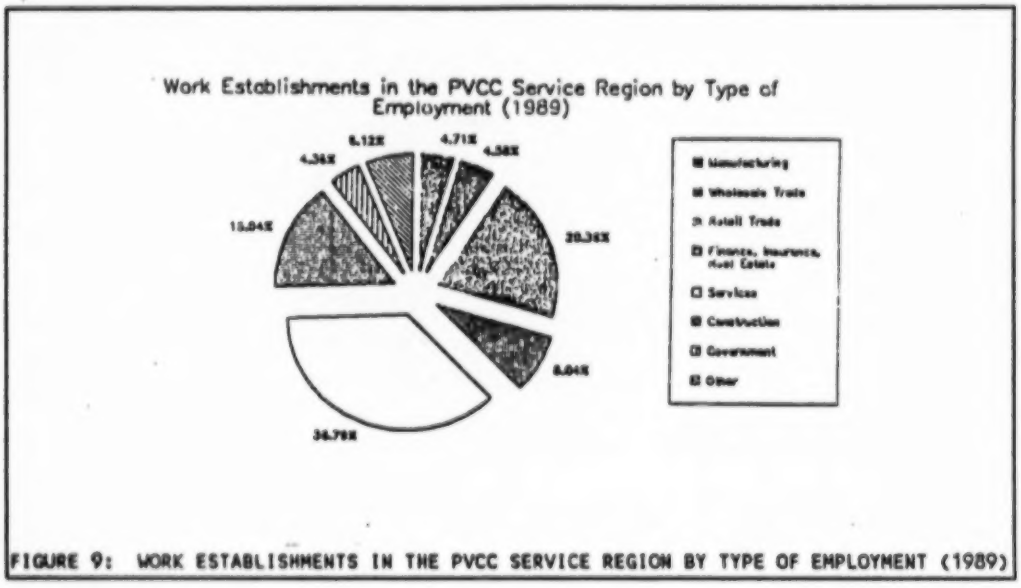

FIGURE 9: WORK ESTABLISHMENTS IN THE PVCC SERVICE REGION BY TYPE OF EMPLOYMENT (1989)

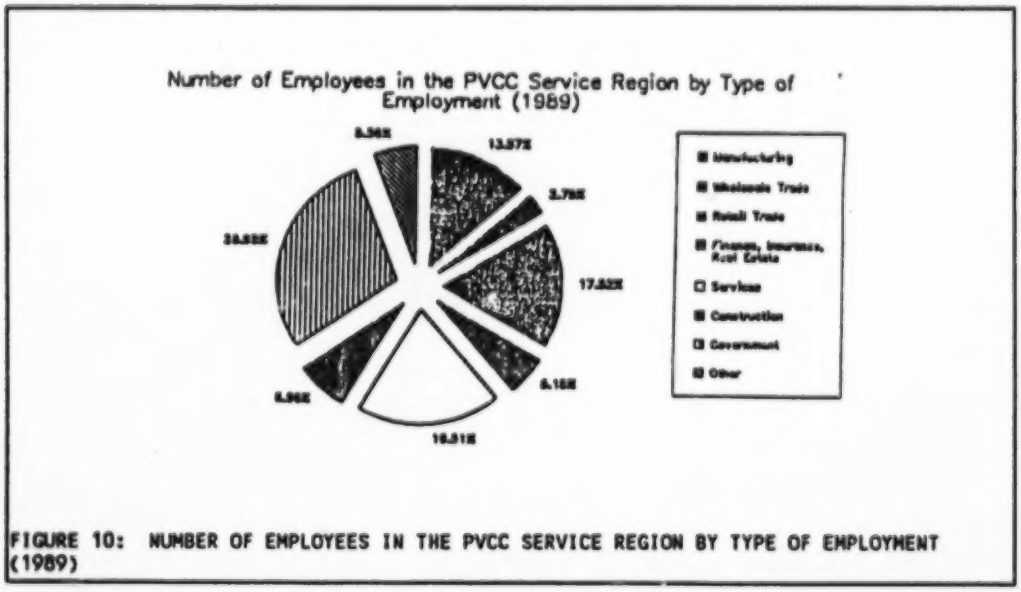

FIGURE 10: NUMBER OF EMPLOYEES IN THE PVCC SERVICE REGION BY TYPE OF EMPLOYMENT (1989)

Nearly 80% of all work establishments, employees, and gross wages in the service region are generated in the Charlottesville-Albemarle County area (see Table 25). Over 45% of all work establishments are located in the city of Charlottesville, and 32.8% are located in Albemarle County. Nearly 45% of all employees work in Albemarle County, and 41% percent work in Charlottesville. Nearly 50% of all gross wages are paid in Albemarle County, and 37.1% are paid in Charlottesville.

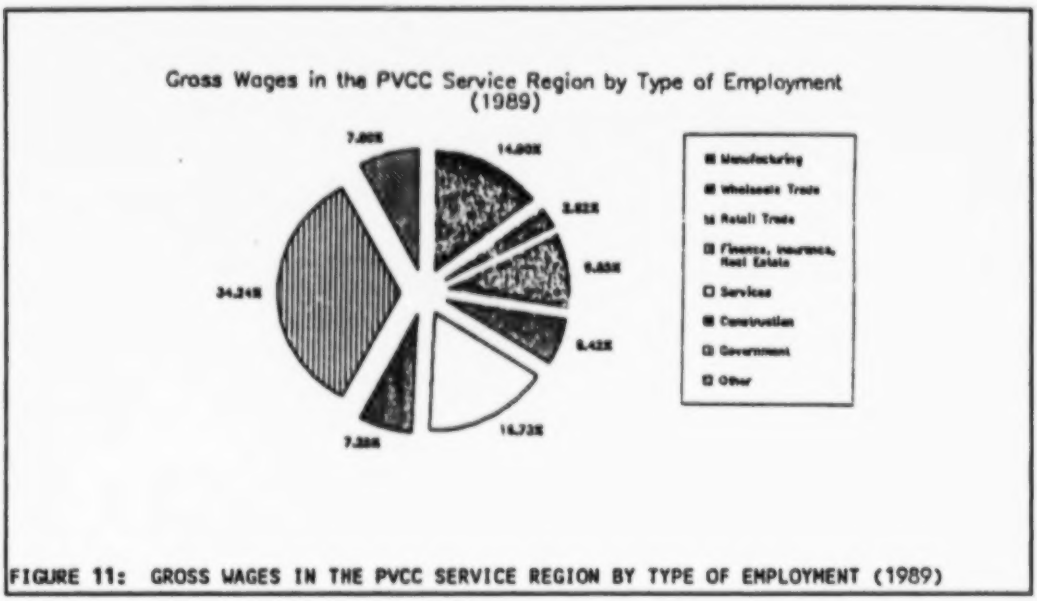

FIGURE 11: GROSS WAGES IN THE PVCC SERVICE REGION BY TYPE OF EMPLOYMENT (1989)

TABLE 25: COVERED EMPLOYMENT AND WAGES IN THE PVCC SERVICE REGION BY LOCALITY (2ND QUARTER 1989)

Locality	No. of Establishments	Pct.	No. of Employees	Pct.	Quarterly Gross Wages	Pct.
Albemarle County	1,315	32.8%	33,599	44.7%	$177,603,406	48.5%
Buckingham County	104	2.6%	1,228	1.6%	$6,318,999	1.7%
Fluvanna County	191	4.8%	2,150	2.9%	$9,043,108	2.5%
Greene County	161	4.0%	1,383	1.8%	$5,854,810	1.6%
Louisa County	179	4.4%	3,203	4.3%	$20,613,624	5.6%
Nelson County	256	6.4%	2,814	3.7%	$10,930,684	3.0%
City of Charlottesville	1,809	45.1%	30,866	41.0%	$135,710,964	37.1%
TOTAL	4,015	100.0%	75,242	100.0%	$366,075,595	100.0%

SOURCE: Virginia Employment Commission, "Covered Employment and Wages in Virginia," Second Quarter, 1989. Because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the covered employment for these counties is counted in this table.

Manufacturing will probably continue to decline during the 1990's, as will wholesale trade. Government employment should remain relatively stable, as should retail trade. Service type industries will probably experience rapid growth. The economic center of the service region will continue to be the Charlottesville-Albemarle area.

PVCC may wish to reexamine its curriculum in light of changing economic trends within the service region. Although the data presented in this and other studies may help, a thorough curricular review may well require the college to conduct a detailed needs assessment.[7]

Tables 26-32 present covered employment and wages in each of the PVCC service region localities. In these tables, major industries (manufacturing; retail trade; finance, insurance, real estate; services; and government) are further subdivided, and the average weekly wage per employee is shown for all industries and businesses for which data are available.

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[7]Occupations related to occupational/technical programs offered at PVCC are listed in *Occupational/ Technical Programs at Piedmont Virginia Community College* (PVCC Institutional Research Report No. 3-89, April 1989), pp. 14-19. Occupational growth and occupation demand from 1984 to 1995 both within Service Delivery Area 7 (which roughly corresponds with the PVCC service region) and the state of Virginia are presented for all occupations listed.

TABLE 26: COVERED EMPLOYMENT AND WAGES IN ALBEMARLE COUNTY (2ND QUARTER 1989)

Type of Employment	No. of Establishments	Pct.	No. of Employees	Pct.	Quarterly Gross Wages	Pct.	Avg. Weekly Wage per Employee
MANUFACTURING							
Lumber	20	1.5%	265	0.8%	$1,011,449	0.6%	$294
Printing-Publishing	16	1.2%	359	1.1%	$1,857,875	1.0%	$398
Electrical	5	0.4%	2,638	7.9%	$16,873,618	9.5%	$492
All other Manufacturing	20	1.5%	3,150	9.4%	$18,016,868	10.1%	*
SUBTOTAL	61	4.6%	6,412	19.1%	37,759,810	21.3%	$348
RETAIL TRADE							
Building and Garden Materials	16	1.2%	283	0.8%	$1,141,660	0.6%	$310
General Merchandise	15	1.1%	561	1.7%	$1,212,641	0.7%	$166
Food Stores	33	2.5%	329	1.0%	$876,190	0.5%	$205
Auto Dealers-Service Stations	30	2.3%	497	1.5%	$2,677,451	1.5%	$414
Apparels and Accessories	21	1.6%	188	0.6%	$320,413	0.2%	$131
Furnishings-Home Furnishings	20	1.5%	110	0.3%	$455,523	0.3%	$319
Eating-Drinking Establishment	52	4.0%	1,714	5.1%	$3,106,478	1.7%	$139
Other Retail	51	3.9%	297	0.9%	$905,354	0.5%	$234
SUBTOTAL	238	18.1%	3,979	11.8%	$10,695,710	6.0%	$207
FINANCE, INSURANCE, REAL ESTATE							
Banking	11	0.8%	141	0.4%	$534,887	0.3%	$292
Credit Agencies	7	0.5%	41	0.1%	$291,081	0.2%	$546
Insurance Carriers	7	0.5%	912	2.7%	$6,495,017	3.7%	$548
Insurance Agents/Brokers	25	1.9%	58	0.2%	$234,655	0.1%	$311
Real Estate	59	4.5%	518	1.5%	$1,913,093	1.1%	$284
Other	10	0.8%	99	0.3%	$724,939	0.4%	*
SUBTOTAL	119	9.0%	1,769	5.3%	$10,193,672	5.7%	$443
SERVICES							
Hotels and Lodging	13	1.0%	668	2.0%	$1,766,885	1.0%	$203
Personal Services	19	1.4%	141	0.4%	$394,275	0.2%	$215
Business Service	53	4.0%	559	1.7%	$1,847,808	1.0%	$254
Auto Repair Services	18	1.4%	158	0.5%	$477,992	0.3%	$233
Misc. Repair Services	14	1.1%	49	0.1%	$200,146	0.1%	$314
Motion Pictures	7	0.5%	29	0.1%	$74,464	0.0%	$198
Amusement and Recreation	30	2.3%	431	1.3%	$1,868,604	1.1%	$334
Health Services	46	3.5%	527	1.6%	$2,019,394	1.1%	$295
Legal Services	7	0.5%	26	0.1%	$129,135	0.1%	$382
Educational Services	13	1.0%	242	0.7%	$1,211,354	0.7%	$385
Social Services	11	0.8%	284	0.8%	$1,079,598	0.6%	$292
Membership Organizations	16	1.2%	256	0.8%	$1,286,653	0.7%	$387
Engineering & Management Services	54	4.1%	281	0.8%	$5,269,037	3.0%	$442
Private Household Services	161	12.2%	382	1.1%	$894,124	0.5%	$180
Other Services	4	0.3%	180	0.5%	$494,074	0.3%	*
SUBTOTAL	466	35.4%	4,213	12.5%	$19,013,543	10.7%	$347
GOVERNMENT							
Federal	8	0.6%	73	0.2%	$371,555	0.2%	$392
State	11	0.8%	11,244	33.5%	$70,267,622	39.6%	$481
Local	21	1.6%	2,141	6.4%	$12,046,472	6.8%	$433
SUBTOTAL	40	3.0%	13,458	40.1%	$82,685,649	46.6%	$473
AGRICULTURE-FORESTRY-FISHING	71	5.4%	654	1.9%	$2,078,663	1.2%	$244
MINING	5	0.4%	48	0.1%	$301,877	0.2%	$484
CONSTRUCTION	238	18.1%	2,194	6.5%	$9,919,402	5.6%	$348
TRANSPORTATION & PUBLIC UTILITIES	25	1.9%	322	1.0%	$1,923,755	1.1%	$460
WHOLESALE TRADE	51	3.9%	550	1.6%	$3,030,691	1.7%	$424
OTHER/NON-CLASSIFIABLE	1	0.1%	*	0.0%	$634	0.0%	*
TOTAL	1,315	100.0%	33,599	100.0%	$177,603,406	100.0%	$407

SOURCE: Virginia Employment Commission, "Covered Employment and Wages in Virginia," Second Quarter, 1989. An asterisk (*) in a column indicates that separate information for the item is suppressed.

TABLE 27: COVERED EMPLOYMENT AND WAGES IN BUCKINGHAM COUNTY (2ND QUARTER 1989)

Type of Employment	No. of Establishments	Pct.	No. of Employees	Pct.	Quarterly Gross Wages	Pct.	Avg. Weekly Wage per Employee
MANUFACTURING							
Lumber	17	16.4%	77	6.3%	$234,761	3.7%	$235
Stone-Glass-Clay	2	1.4%	82	6.7%	$332,749	5.3%	$312
All other Manufacturing	1	1.0%	19	1.5%	$68,117	1.1%	*
SUBTOTAL	20	18.8%	178	14.5%	$635,627	10.1%	$275
RETAIL TRADE							
General Merchandise	2	1.9%	12	0.9%	$17,377	0.3%	$116
Food Stores	3	2.9%	30	2.4%	$82,147	1.3%	$214
Auto Dealers-Service Stations	5	4.8%	32	2.6%	$100,937	1.6%	$246
Eating-Drinking Establishment	3	2.9%	21	1.7%	$28,069	0.4%	$105
Other Retail	4	3.9%	26	2.1%	$83,149	1.3%	*
SUBTOTAL	17	16.4%	119	9.7%	311,678	4.9%	$201
FINANCE, INSURANCE, REAL ESTATE							
Banking	2	1.4%	2	0.2%	$3,664	0.1%	$141
Other	3	2.9%	10	0.8%	$46,455	0.7%	*
SUBTOTAL	5	4.3%	12	1.0%	$50,119	0.8%	$321
SERVICES							
Misc. Repair Services	2	1.4%	2	0.2%	$4,819	0.1%	$185
Health Services	4	3.4%	96	7.8%	$304,467	4.8%	$244
Legal Services	2	1.9%	5	0.4%	$83,182	1.3%	$422
Engineering & Management Services	3	2.4%	23	1.9%	$184,255	2.9%	$616
Private Household Services	8	7.7%	14	1.1%	$17,269	0.3%	$98
Other Services	6	5.8%	58	4.7%	$160,813	2.5%	*
SUBTOTAL	24	22.7%	197	16.0%	$754,805	11.9%	$295
GOVERNMENT							
Federal	3	2.4%	12	0.9%	$63,851	1.0%	$427
State	5	4.3%	272	22.1%	$1,359,369	21.5%	$385
Local	2	1.4%	194	15.8%	$1,096,598	17.4%	$436
SUBTOTAL	9	8.2%	477	38.8%	$2,519,818	39.9%	$407
AGRICULTURE-FORESTRY-FISHING	3	2.4%	21	1.7%	$94,083	1.5%	$177
CONSTRUCTION	18	16.9%	78	6.4%	$537,514	8.5%	$265
TRANSPORTATION & PUBLIC UTILITIES	5	4.8%	21	1.7%	$156,218	2.5%	$286
WHOLESALE TRADE	5	4.3%	34	2.7%	$190,548	3.0%	$219
OTHER/NON-CLASSIFIABLE	1	1.0%	92	7.5%	$1,068,591	16.9%	*
TOTAL	104	100.0%	1,228	100.0%	$6,318,999	100.0%	$332

SOURCE: Virginia Employment Commission, "Covered Employment and Wages in Virginia," Second Quarter, 1989. An asterisk (*) in a column indicates that separate information for the item is suppressed. Because Buckingham County is shared with another VCCS institution, only one-half of the covered employment is counted in this table.

TABLE 28: COVERED EMPLOYMENT AND WAGES IN FLUVANNA COUNTY (2ND QUARTER 1989)

Type of Employment	No. of Establishments	Pct.	No. of Employees	Pct.	Quarterly Gross Wages	Pct.	Avg. Weekly Wage per Employee
MANUFACTURING							
Lumber	4	2.1%	11	0.5%	$51,537	0.6%	$360
All Other Manufacturing	6	3.1%	385	17.9%	$1,293,234	14.3%	*
SUBTOTAL	10	5.2%	396	18.4%	$1,344,771	14.9%	$261
RETAIL TRADE							
Food Stores	9	4.7%	96	4.5%	$193,094	2.1%	$155
Auto Dealers-Service Stations	5	2.6%	34	1.6%	$192,336	2.1%	$435
Eating-Drinking Establishment	6	3.1%	33	1.5%	$47,173	0.5%	$110
Other Retail	7	3.7%	18	0.8%	$43,265	0.5%	*
SUBTOTAL	27	14.1%	181	8.4%	$475,868	5.3%	$202
FINANCE, INSURANCE, REAL ESTATE							
Real Estate	5	2.6%	29	1.3%	$172,499	1.9%	$458
Other	5	2.6%	24	1.1%	$86,143	1.0%	*
SUBTOTAL	10	5.2%	53	2.5%	$258,642	2.9%	$375
SERVICES							
Business Services	5	2.6%	20	0.9%	$144,517	1.6%	$556
Auto Repair Services	3	1.6%	2	0.1%	$4,810	0.1%	$185
Health Services	5	2.6%	8	0.4%	$37,538	0.4%	$361
Legal Services	5	2.6%	8	0.4%	$20,177	0.2%	$194
Engineering & Management Services	3	1.6%	10	0.5%	$53,701	0.6%	$413
Private Household Services	11	5.8%	11	0.5%	$21,319	0.2%	$149
Other Services	14	7.3%	353	16.4%	$1,182,917	13.1%	*
SUBTOTAL	46	24.1%	412	19.2%	$1,464,979	16.2%	$274
GOVERNMENT							
Federal	5	2.6%	37	1.7%	$174,618	1.9%	$363
State	7	3.7%	45	2.1%	$242,547	2.7%	$415
Local	2	1.0%	410	19.1%	$1,559,589	17.2%	$293
SUBTOTAL	14	7.3%	492	22.9%	$1,976,754	21.9%	$309
CONSTRUCTION	67	35.1%	291	13.5%	$1,189,079	13.1%	$314
TRANSPORTATION & PUBLIC UTILITIES	9	4.7%	223	10.4%	$1,855,487	20.5%	$640
WHOLESALE TRADE	6	3.1%	90	4.2%	$445,024	4.9%	$380
OTHER/NON-CLASSIFIABLE	2	1.0%	12	0.6%	$32,504	0.4%	*
TOTAL	191	100.0%	2,150	100.0%	$9,043,108	100.0%	$324

SOURCE: Virginia Employment Commission, "Covered Employment and Wages in Virginia," Second Quarter, 1989. An asterisk (*) in a column indicates that separate information for the item is suppressed.

TABLE 29: COVERED EMPLOYMENT AND WAGES IN GREENE COUNTY (2ND QUARTER 1989)

Type of Employment	No. of Establishments	Pct.	No. of Employees	Pct.	Quarterly Gross Wages	Pct.	Avg. Weekly Wage per Employee
MANUFACTURING							
Lumber	5	3.1%	45	3.3%	$253,038	4.3%	$433
All Other Manufacturing	9	5.6%	283	20.3%	$1,267,360	21.6%	*
SUBTOTAL	14	8.7%	328	23.7%	$1,520,398	26.0%	$357
RETAIL TRADE							
Food Stores	10	6.2%	58	4.2%	$149,091	2.5%	$198
Auto Dealers-Service Stations	4	2.5%	68	4.9%	$160,292	2.7%	$181
Eating-Drinking Establishment	6	3.7%	43	3.1%	$67,936	1.2%	$122
Other Retail	8	5.0%	28	2.0%	$65,885	1.1%	*
SUBTOTAL	28	17.4%	197	14.2%	$443,204	7.6%	$173
FINANCE, INSURANCE, REAL ESTATE							
Real Estate	3	1.9%	9	0.7%	$12,377	0.2%	$106
Other	5	3.1%	22	1.6%	$87,904	1.5%	*
SUBTOTAL	8	5.0%	31	2.2%	$100,281	1.7%	$249
SERVICES							
Personal Services	3	1.9%	5	0.4%	$13,006	0.2%	$200
Auto Repair Services	5	3.1%	17	1.2%	$56,350	1.0%	$255
Misc. Repair Services	3	1.9%	5	0.4%	$15,692	0.3%	$241
Health Services	3	1.9%	15	1.1%	$53,220	0.9%	$273
Other Services	13	8.1%	139	10.1%	$469,333	8.0%	*
SUBTOTAL	27	16.8%	181	13.1%	$607,601	10.4%	$258
GOVERNMENT							
Federal	5	3.1%	39	2.8%	$134,815	2.3%	$266
State	4	2.5%	8	0.6%	$46,589	0.8%	$448
Local	3	1.9%	342	24.7%	$2,025,552	34.6%	$457
SUBTOTAL	12	7.5%	389	28.1%	$2,206,956	37.7%	$436
AGRICULTURE-FORESTRY-FISHING	6	3.7%	17	1.2%	$40,578	0.7%	$184
CONSTRUCTION	54	33.5%	174	12.6%	$568,856	9.7%	$251
TRANSPORTATION & PUBLIC UTILITIES	4	2.5%	17	1.2%	$108,242	1.8%	$490
WHOLESALE TRADE	5	3.1%	29	2.1%	$142,903	2.4%	$379
OTHER/NON-CLASSIFIABLE	3	1.9%	20	1.4%	$115,791	2.0%	*
TOTAL	161	100.0%	1,383	100.0%	$5,854,810	100.0%	$326

SOURCE: Virginia Employment Commission, "Covered Employment and Wages in Virginia," Second Quarter, 1989. An asterisk (*) in a column indicates that separate information for the item is suppressed.

TABLE 30: COVERED EMPLOYMENT AND WAGES IN LOUISA COUNTY (2ND QUARTER 1989)

Type of Employment	No. of Establishments	Pct.	No. of Employees	Pct.	Quarterly Gross Wages	Pct.	Avg. Weekly Wage per Employee
MANUFACTURING							
Apparel-Textiles	2	1.1%	212	6.6%	$667,651	3.2%	$242
Lumber	12	6.4%	135	4.2%	$474,609	2.3%	$270
Printing-Publishing	2	1.1%	6	0.2%	$38,435	0.2%	$538
All other Manufacturing	4	2.2%	342	10.7%	$1,755,743	8.5%	*
SUBTOTAL	20	10.9%	695	21.7%	$2,936,438	14.2%	$325
RETAIL TRADE							
Building and Garden Materials	2	0.8%	13	0.4%	$53,177	0.3%	$327
General Merchandise	4	2.0%	67	2.1%	$124,751	0.6%	$143
Food Stores	10	5.3%	68	2.1%	$198,939	1.0%	$225
Auto Dealers-Service Stations	5	2.5%	37	1.1%	$125,753	0.6%	$265
Furnishings-Home Furnishings	4	2.2%	20	0.6%	$65,593	0.3%	$259
Eating-Drinking Establishment	5	2.8%	54	1.7%	$75,291	0.4%	$107
Other Retail	4	2.2%	9	0.3%	$24,843	0.1%	$201
SUBTOTAL	32	17.9%	267	8.3%	$668,347	3.2%	$193
FINANCE, INSURANCE, REAL ESTATE							
Banking	2	0.8%	28	0.9%	$123,722	0.6%	$340
Insurance	4	2.2%	14	0.4%	$50,859	0.2%	$279
Other	6	3.4%	139	4.3%	$708,463	3.4%	*
SUBTOTAL	12	6.4%	181	5.7%	$883,044	4.3%	$376
SERVICES							
Hotels and Lodging	3	1.4%	27	0.8%	$61,395	0.3%	$175
Personal Services	5	2.5%	17	0.5%	$42,189	0.2%	$197
Auto Repair Services	5	2.8%	13	0.4%	$25,403	0.1%	$156
Health Services	6	3.1%	66	2.1%	$182,079	0.9%	$212
Legal Services	6	3.4%	17	0.5%	$52,325	0.3%	$244
Engineering & Management Services	5	2.8%	26	0.8%	$146,314	0.7%	$433
Private Household Services	5	2.5%	6	0.2%	$8,018	0.0%	$112
Other Services	6	3.4%	49	1.5%	$151,392	0.7%	*
SUBTOTAL	39	21.8%	219	6.8%	$669,114	3.2%	$236
GOVERNMENT							
Federal	4	2.0%	22	0.7%	$107,748	0.5%	$377
State	4	2.0%	69	2.1%	$358,445	1.7%	$403
Local	3	1.7%	357	11.1%	$1,413,642	6.9%	$305
SUBTOTAL	10	5.6%	447	14.0%	$1,879,835	9.1%	$323
AGRICULTURE-FORESTRY-FISHING	4	2.2%	30	0.9%	$104,733	0.5%	$273
CONSTRUCTION	42	23.5%	723	22.6%	$5,993,001	29.1%	$638
WHOLESALE TRADE	9	4.8%	130	4.0%	$502,827	2.4%	$299
OTHER/NON-CLASSIFIABLE	12	6.7%	513	16.0%	$6,976,286	33.8%	*
TOTAL	179	100.0%	3,203	100.0%	$20,613,624	100.0%	$495

SOURCE: Virginia Employment Commission, "Covered Employment and Wages in Virginia," Second Quarter, 1989. An asterisk (*) in a column indicates that separate information for the item is suppressed. Because Louisa County is shared with another VCCS institution, only one-half of the covered employment is counted in this table.

TABLE 31: COVERED EMPLOYMENT AND WAGES IN NELSON COUNTY (2ND QUARTER 1989)

Type of Employment	No. of Establishments	Pct.	No. of Employees	Pct.	Quarterly Gross Wages	Pct.	Avg. Weekly Wage per Employee
MANUFACTURING							
Lumber	16	6.3%	98	3.5%	$353,191	3.2%	$277
Non-Electrical Machinery	3	1.2%	41	1.5%	$159,499	1.5%	$299
All Other Manufacturing	3	1.2%	229	8.1%	$1,360,904	12.5%	*
SUBTOTAL	22	8.6%	368	13.1%	$1,360,904	12.5%	$284
RETAIL TRADE							
General Merchandise	4	1.6%	6	0.2%	$8,946	0.1%	$115
Food Stores	20	7.8%	97	3.4%	$201,337	1.8%	$160
Auto Dealers-Service Stations	5	2.0%	18	0.6%	$73,455	0.7%	$314
Furnishings-Home Furnishings	5	2.0%	22	0.8%	$74,495	0.7%	$260
Eating-Drinking Establishment	6	2.3%	61	2.2%	$156,614	1.4%	$197
Other Retail	20	7.8%	62	2.2%	$180,888	1.7%	*
SUBTOTAL	60	23.4%	266	9.5%	$695,735	6.4%	
FINANCE, INSURANCE, REAL ESTATE							
Banking	4	1.6%	49	1.7%	$192,178	1.8%	$302
Real Estate	7	2.7%	130	4.6%	$1,774,321	16.2%	*
Other	2	0.8%	3	0.1%	$20,759	0.2%	*
SUBTOTAL	13	5.1%	182	6.5%	$1,987,258	18.2%	$340
SERVICES							
Personal Services	5	2.0%	15	0.5%	$38,188	0.3%	$196
Auto Repair Services	4	1.6%	15	0.5%	$42,050	0.4%	$216
Health Services	6	2.3%	89	3.2%	$246,200	2.3%	$213
Legal Services	7	2.7%	30	1.1%	$126,608	1.2%	$325
Membership Organizations	6	2.3%	29	1.0%	$83,326	0.8%	$221
Engineering & Management Services	7	2.7%	26	0.9%	$88,762	0.8%	$263
Private Household Services	14	5.5%	28	1.0%	$62,595	0.6%	$172
Other Services	15	5.9%	670	23.8%	$1,469,368	13.4%	*
SUBTOTAL	64	25.0%	902	32.1%	$2,157,097	19.7%	$184
GOVERNMENT							
Federal	5	2.0%	49	1.7%	$228,031	2.1%	$358
State	8	3.1%	18	0.6%	$104,718	1.0%	$448
Local	2	0.8%	505	17.9%	$2,445,760	22.4%	$373
SUBTOTAL	15	5.9%	572	20.3%	$2,778,509	25.4%	$374
AGRICULTURE-FORESTRY-FISHING	15	5.9%	151	5.4%	$355,229	3.2%	$181
CONSTRUCTION	36	14.1%	177	6.3%	$690,034	6.3%	$300
TRANSPORTATION & PUBLIC UTILITIES	16	6.3%	135	4.8%	$633,003	5.8%	$361
WHOLESALE TRADE	12	4.7%	25	0.9%	$117,546	1.1%	$362
OTHER/NON-CLASSIFIABLE	3	1.2%	36	1.3%	$155,369	1.4%	*
TOTAL	256	100.0%	2,814	100.0%	$10,930,684	100.0%	$299

SOURCE: Virginia Employment Commission, "Covered Employment and Wages in Virginia," Second Quarter, 1989. An asterisk (*) in a column indicates that separate information for the item is suppressed.

TABLE 32: COVERED-EMPLOYMENT AND WAGES IN THE CITY OF CHARLOTTESVILLE (2ND QUARTER 1989)

Type of Employment	No. of Establishments	Pct.	No. of Employees	Pct.	Quarterly Gross Wages	Pct.	Avg. Weekly Wage per Employee
MANUFACTURING							
Printing-Publishing	17	0.9%	825	2.7%	$4,100,731	3.0%	$382
Stone-Glass-Clay	3	0.2%	135	0.4%	$873,908	0.6%	$498
Non-Electrical Machinery	4	0.2%	60	0.2%	$312,526	0.2%	$401
Electrical	3	0.2%	98	0.3%	$297,973	0.2%	$234
All Other Manufacturing	16	0.9%	714	2.3%	$3,023,996	2.2%	*
SUBTOTAL	43	2.4%	1,832	5.9%	$8,609,134	6.3%	$361
RETAIL TRADE							
Building and Garden Materials	14	0.8%	275	0.9%	$1,290,039	1.0%	$361
General Merchandise	13	0.7%	1,005	3.3%	$2,198,399	1.6%	$168
Food Stores	42	2.3%	1,207	3.9%	$3,804,444	2.8%	$242
Auto Dealers-Service Stations	35	1.9%	330	1.1%	$1,581,110	1.2%	$369
Apparels and Accessories	48	2.7%	726	2.4%	$1,806,146	1.3%	$191
Furnishings-Home Furnishings	41	2.3%	728	2.4%	$3,795,636	2.8%	$401
Eating-Drinking Establishment	113	6.2%	2,936	9.5%	$5,391,494	4.0%	$141
Other Retail	110	6.1%	968	3.1%	$2,908,373	2.1%	$231
SUBTOTAL	416	23.0%	8,175	26.5%	$22,775,641	16.8%	$214
FINANCE, INSURANCE, REAL ESTATE							
Banking	10	0.6%	705	2.3%	$3,454,231	2.5%	$377
Credit Agencies	7	0.4%	39	0.1%	$206,224	0.2%	$407
Securities/Brokers/Etc.	13	0.7%	76	0.2%	$713,521	0.5%	$722
Insurance Carriers	13	0.7%	179	0.6%	$879,851	0.6%	$378
Insurance Agents/Brokers	27	1.5%	151	0.5%	$1,160,630	0.9%	$591
Real Estate	78	4.3%	381	1.2%	$1,424,425	1.0%	$288
Holdings and Investments	9	0.5%	114	0.4%	$2,173,824	1.6%	$467
SUBTOTAL	157	8.7%	1,645	5.3%	$10,012,706	7.4%	$468
SERVICES							
Hotels and Lodging	39	2.2%	593	1.9%	$1,344,966	1.0%	$174
Personal Services	76	4.2%	654	2.1%	$2,204,068	1.6%	$259
Business Service	105	5.8%	1,710	5.5%	$5,282,238	3.9%	$238
Auto Repair Services	39	2.2%	317	1.0%	$1,342,616	1.0%	$326
Misc. Repair Services	22	1.2%	81	0.3%	$326,115	0.2%	$310
Motion Pictures	12	0.7%	116	0.4%	$233,806	0.2%	$155
Amusement and Recreation	12	0.7%	69	0.2%	$74,254	0.1%	$83
Health Services	149	8.2%	2,034	6.6%	$11,001,551	8.1%	$416
Legal Services	58	3.2%	464	1.5%	$2,626,868	1.9%	$435
Educational Services	13	0.7%	244	0.8%	$869,151	0.6%	$274
Social Services	47	2.6%	688	2.2%	$2,148,859	1.6%	$240
Membership Organizations	30	1.7%	197	0.6%	$644,215	0.5%	$252
Engineering & Management Services	93	5.1%	1,198	3.9%	$8,085,213	6.0%	$519
Private Household Services	113	6.2%	170	0.6%	$304,944	0.2%	$138
Other Services	4	0.2%	24	0.1%	$73,589	0.1%	*
SUBTOTAL	812	44.9%	8,559	27.7%	$36,562,453	26.9%	$329
GOVERNMENT							
Federal	17	0.9%	1,209	3.9%	$8,424,700	6.2%	$536
State	25	1.4%	2,314	7.5%	$11,916,764	8.8%	$396
Local	33	1.8%	2,423	7.9%	$10,950,562	8.1%	$348
SUBTOTAL	75	4.1%	5,946	19.3%	$31,292,026	23.1%	$405
AGRICULTURE-FORESTRY-FISHING	15	0.8%	83	0.3%	$361,421	0.3%	$335
CONSTRUCTION	149	8.2%	1,602	5.2%	$7,636,565	5.6%	$367
TRANSPORTATION & PUBLIC UTILITIES	44	2.4%	1,759	5.7%	$12,037,717	8.9%	$526
WHOLESALE TRADE	97	5.4%	1,236	4.0%	$6,259,436	4.6%	$390
OTHER/NON-CLASSIFIABLE	1	0.1%	29	0.1%	$163,865	0.1%	*
TOTAL	1,809	100.0%	30,866	100.0%	$135,710,964	100.0%	$338

SOURCE: Virginia Employment Commission, "Covered Employment and Wages in Virginia," Second Quarter, 1989. An asterisk (*) in a column indicates that separate information for the item is suppressed.

CONCLUSIONS

Between 1970 and 1980, the service region population increased at an annual rate of 2.4%; between 1980 and 1990, the average annual growth rate is expected to have slowed down to 1.5%; and between 1990 and 2000, the growth rate will probably slow down even more (to 1.1%). Although, on the whole, the region's population is increasing at a faster rate than the state average, the population density per square mile (73.6) is only one-half of the state average (149). The population density ranges from 4,199.9 people per square mile in the city of Charlottesville to 21.62 people in Buckingham County.

Three localities enroll at PVCC a higher percentage of their populations than the average percentage of the service region as a whole (2.4%): Charlottesville (2.9%), Greene County (2.8%), and Albemarle County (2.6%). It is not coincidental that these three localities also happen to be the three closest geographically to the college, nor is it coincidental that 25.2% of the service region population live in the remaining localities, yet only 16.1% of PVCC regional students live there.

Family and household incomes in the service region are lower than the state averages. Yet, the median family and household incomes in Albemarle County, Charlottesville, and Greene County are much higher than those in the outlying counties. The number of families classified as living below the poverty level, as well as the unemployment rate, is also much higher in the outlying counties. Only 20% of all work establish-

ments and workers are located in the outlying counties, the economic heart of the service region being the Charlottesville-Albemarle County area.

The percentage of locality residents with over 12 years of schooling is for the most part much lower in localities farthest from PVCC. Clearly, the greatest educational, economic, and social needs exist in the sparsely populated, outlying counties of the service region, and PVCC should develop new strategies to serve the residents of these counties.

The 1990's will see a modest increase in the elementary and secondary school population (18 years of age and younger), and a large increase in older adults (35 years of age and older); yet in the age bracket which accounts for two-thirds of all PVCC students (18-35 years of age), a decrease will occur. Given these projections, the college should explore how it can meet the educational needs of older adults.

The percentage of minority students from each service region locality has never been as high as that locality's minority population. During the 1990's, the number of minorities in the service region will grow, though at a slower rate than the number of whites. The number of women will increase at a faster rate than the number of men, however, and already two-thirds of the PVCC student body are women. The college must be sensitive to the special needs of both minorities and women.

Economically, the PVCC service region is one characterized by a highly professional work force, a service or government orientation, and little manufacturing. Over one-third of all work establishments cater to services. Almost one-third of all workers are employed by government agencies. Because government and service industries rely so

heavily upon professional workers with a wide variety of skills and talents, the college needs to reassess periodically its occupational/technical offerings to insure they meet the needs of the service region.

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SEP 14 1990